

Winter Fashions and
Advance Christmas Gifts

VOGUE

NOTICE TO READER—

When you finish reading this magazine place a 1c. stamp on this notice, hand same to any postal employee, and it will be placed in the hands of our soldiers or sailors at the front. No wrapping, no address.—A. S. Burlington, Postmaster-General.



November 1 1918

The Vogue Company
CONDE NAST Publisher

Price 35 Cents



THE ESTEY RESIDENCE ORGAN



THE dream of owning a pipe organ is not one that should be lightly set aside. True, it represents a larger investment than any other musical instrument, but the returns are very much greater.

A pipe organ is equivalent to a complete orchestra. Can you imagine a greater musical luxury than owning a symphony orchestra—a hundred instruments, with their leader—always at your command? A monarch might enjoy such a privilege—probably did in times past. A merchant prince might do so now if he liked, but

there would be even greater objections than the one of expense.

An Estey Residence Organ gives you everything that an orchestra can give. And you *can* have an Estey Organ. It is within reach of anyone moderately well-to-do. Many people who could not possibly be called rich have pipe organs in their homes and enjoy the supreme musical entertainment. There were pipe organs in some of the ducal homes of the past, but they needed a resident organist. The automatic player does not interfere a particle.

THE ESTEY ORGAN COMPANY, *Brattleboro, Vermont*

Studios in New York, 25 West 45th Street;

Chicago, Lyon & Healy;

Philadelphia, 1701 Walnut Street;

Boston, 120 Boylston Street;

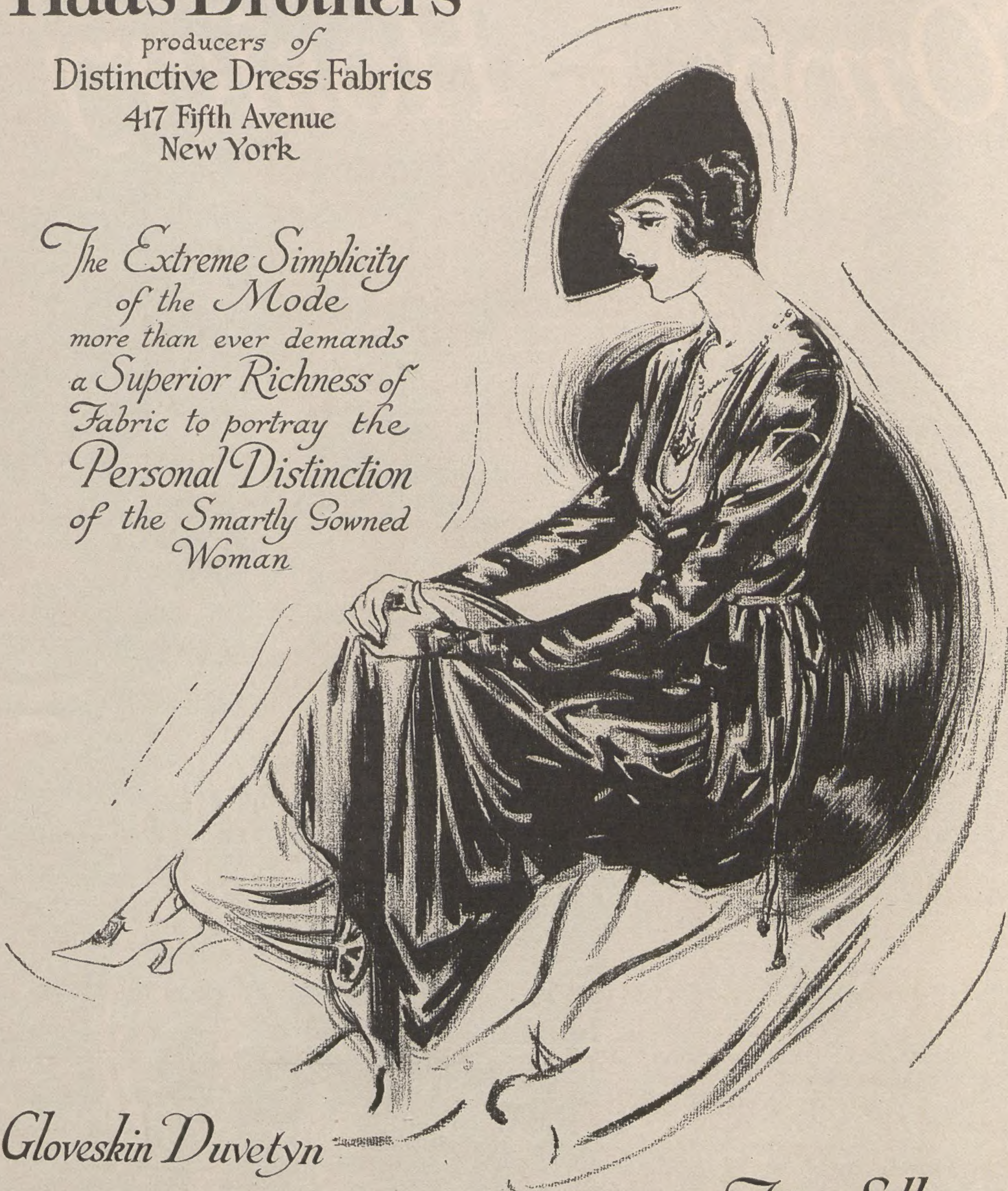
Los Angeles, 633 South Hill Street

Haas Brothers

producers of
Distinctive Dress Fabrics

417 Fifth Avenue
New York

*The Extreme Simplicity
of the Mode
more than ever demands
a Superior Richness of
Fabric to portray the
Personal Distinction
of the Smartly Gowned
Woman*



Gloveskin Duvetyn

Kitten's Ear Crêpe

Paulette Chiffon

Trico Silk

Paulette Satin

Haas Brothers' Fabrics may be seen at Leading Establishments

"Onyx" Hosiery



Emery & Beers Company, Inc. NEW YORK
Sole owners of "Onyx" and wholesale distributors

Sold everywhere by Representative Dealers. The Trade Mark identifies them.



Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Sts., New York



FUR TRIMMED WINTER COATS

For MISSES,
JUNIORS and GIRLS

At Special Prices



43

45

43—Girls' Fur-trimmed Coat of superior quality wool velour, in reindeer, brown, green, Burgundy, delphine or navy blue; full belted circular model with convertible collar of natural Nutria fur; inset pockets; lined and interlined. Sizes 6 to 16 years.

29.50

45—Juniors' Fur-trimmed Coat of suede wool velour, in reindeer, brown, green, taupe or navy; smartly tailored belted model with fulness below hips; convertible natural Nutria fur collar may be worn open showing revers of self material; silk lined and interlined. Sizes 13 to 19 years.

49.50

47—Misses' Fur-trimmed Coat of suede wool velour, superior quality, in taupe, reindeer, madura brown, delphine or navy blue; slip through belted model with panel sides forming inverted pleat below hips; self corded tucks front and back; large shawl collar of taupe Nutria fur; silk lined, interlined. Sizes 14 to 20 years.

79.50

49—Misses' Fur-trimmed Coat of wool velour, in seal brown, navy, green, tan or delphine, graceful belted model shirred at waistline; surplice shawl collar of natural Nutria fur; tailored pockets; silk lined, warmly interlined. Sizes 14 to 20 years.

59.50



47

49

Prompt Delivery Free
Anywhere in the United States



LOESER'S

*A Tradition
of Quality*

THERE are a certain few stores in America—and they can be numbered on the fingers of two hands—whose very name carries an implication of something *finer* in the merchandise they sell.

A definite atmosphere of *quality* surrounds them. Their name is a warrant of excellence accepted as the Government's mint-mark or the sterling-stamp on silver.

This fine reputation, the splendid name of these stores was acquired in more than a day. It took long years of service, of building confidence, of justifying in *every* transaction the faith that came to be placed in them by their public—a public whose standards were far above the usual, whose fastidious taste was a forming influence in creating the distinguished character of such stores.

Among these honored commercial institutions, the Loeser Store holds no unworthy place. In six decades that have passed since this Store was established, "Loeser's" and "quality" have become a term interchangeable, inseparably connected.

And this reputation is more than a word among a few. It is a fact generally accepted. It is one of the traditions of New York.

FURS FOR CHRISTMAS

Every woman who thinks of Christmas—and who doesn't—hopes *some* one will give her furs.

Every woman knows that there is no more becoming background for her smile than the high soft collar of a Hudson seal coat like this one at the left, forty-eight inches long, with fur buttons, and the loveliest, most luxurious of pussy willow linings. \$435.00

For the woman who likes the shorter coat, there is a smart model in taupe nutria, thirty-six inches long, lined with gold brocade, and showing the most attractive convertible shawl collar. \$250.00

And as for separate furs—who wouldn't be pleased with a quaint little cape of skunk made of six of the choicest skins, with a big fur button on one side, and a four-skin barrel muff to match? \$95.00

*The foregoing models
sent to any address*



PARIS
NOTTINGHAM

Frederick Loeser & Co. INC.
BROOKLYN - NEW YORK

Established 1860

CALAIS
ST. GALL

BONWIT TELLER & CO.

Paris

The Specialty Shop of Originations

 Philadelphia
13th and Chestnut Sts.
FIFTH AVENUE AT 38TH STREET, NEW YORK
Introducing Unusual Modes in

FALL BLOUSE FASHIONS

Original Types Developed by this Shop, Emphasizing the Repression, Refinement and Simplicity which is so Distinctively Bonwit Teller & Co.



DELSA

DELSA—Crepe de chine blouse with collar which forms a monk roll at front and sailor collar at back. Rows of tucking mark the back of collar, cuffs and front. Pearl buttons are posed at ends of tucks. In flesh pink and white 8.50



RONA

RONA—Georgette crepe blouse round monk collar of satin edged with plaited Georgette, the same treatment being applied to cuffs. Three rows of hemstitching on corsage are finished with beaded drops. In flesh pink and white 12.75

ASTARTE—Georgette crepe blouse with round neck banded by contrasting color embroidery. The same motif is applied to the cuffs. In taupe and navy blue 15.00

SUSSEX—Tailored shirt of Georgette crepe. Entire front formed by rows of fine tucking and very fine flutings. The reverses and cuffs also edged with fluting. These shirts are made in the highest class custom manner. In white. Very specially priced at 19.50



ASTARTE



SUSSEX

FERNE—Georgette crepe blouse with soft roll revere collar and turn back flare cuffs. Self color soutache embroidery is applied as seen in sketch. In flesh pink, white and bisque 8.50



FERNE

ARIN—Georgette crepe blouse, button-to-side model, fluted around neck collar, terminating in sailor effect at back with fluted edge. Hemstitched cuffs. In all white, all flesh pink, navy with beige collar, brown with beige collar 8.50

ARIN



Joseph

Milliners Dressmakers Furriers

*632 Fifth Avenue
Opposite Cathedral
New York*



British Official Photograph

WANAMAKER'S OVERSEAS CHRISTMAS SERVICE

For several months the Wanamaker Store has exercised every effort to perfect a unique Christmas Service for the brave boys in khaki and their brothers in blue. Within the last few weeks two of our young women have sailed from here to help with our Paris and London Christmas Services for the boys.

Tobacco Will Be Sent from London

By an exclusive arrangement with one of the leading tobacconists of London we will send American and Havana cigarettes, cigars and tobacco. From London we will also send chocolates and hard candies—also toilet requisites, safety razors, watches, socks, underwear and other necessary wearing apparel. Prices upon application.

Candy and Food from Paris

By a special and exclusive arrangement with one of the leading purveyors of food in Paris we will ship these delicious parcels of goodies, which will bring Christmas cheer to the boys.

PARCEL NO. 1—\$6.75

- 1 box tunny fish
- 1 box pate
- 1 box chicken with jelly
- 1 box spinach
- 1 box white beans
- 1 lb. chocolate
- 2 bars fine chocolate

PARCEL NO. 2—\$7.75

- 1 box herrings
- 1 box hare pate
- 1 box shoulder pork with jelly
- 1 box duck
- 1 box veal with vegetables
- 2 boxes white beans
- 1 lb. chocolate
- 2 bars fine chocolate

PARCEL NO. 3—\$9.00

- 2 boxes sardines
- 1 box herrings
- 1 box goose
- 1 box rabbit
- 1 box small ham with jelly
- 1 box white beans
- 1 lb. chocolate
- 2 bars fine chocolate

GIFT PACKAGES TO BE SENT FROM HERE

The War Department has authorized that one Christmas package may be sent to each member of the American Expeditionary Force—civilian and military. Labels for these packages will be sent by the men to their next of kin. The containers will be furnished by the Red Cross. All packages must be mailed by November 15th. For these packages we have made numerous combinations of the things we know the men want and need. Two of the combinations:

No. 8—\$5.25

- 2 prs. cashmere sleeping socks
- 1 ear muffler
- 1 folding tooth brush
- 1 solid iodine
- 1 trench ointment
- 1 toilet soap
- 1 wash cloth
- 1 trench mirror
- 1 ear drum protector
- 1 razor and blades

No. 3—\$20.00

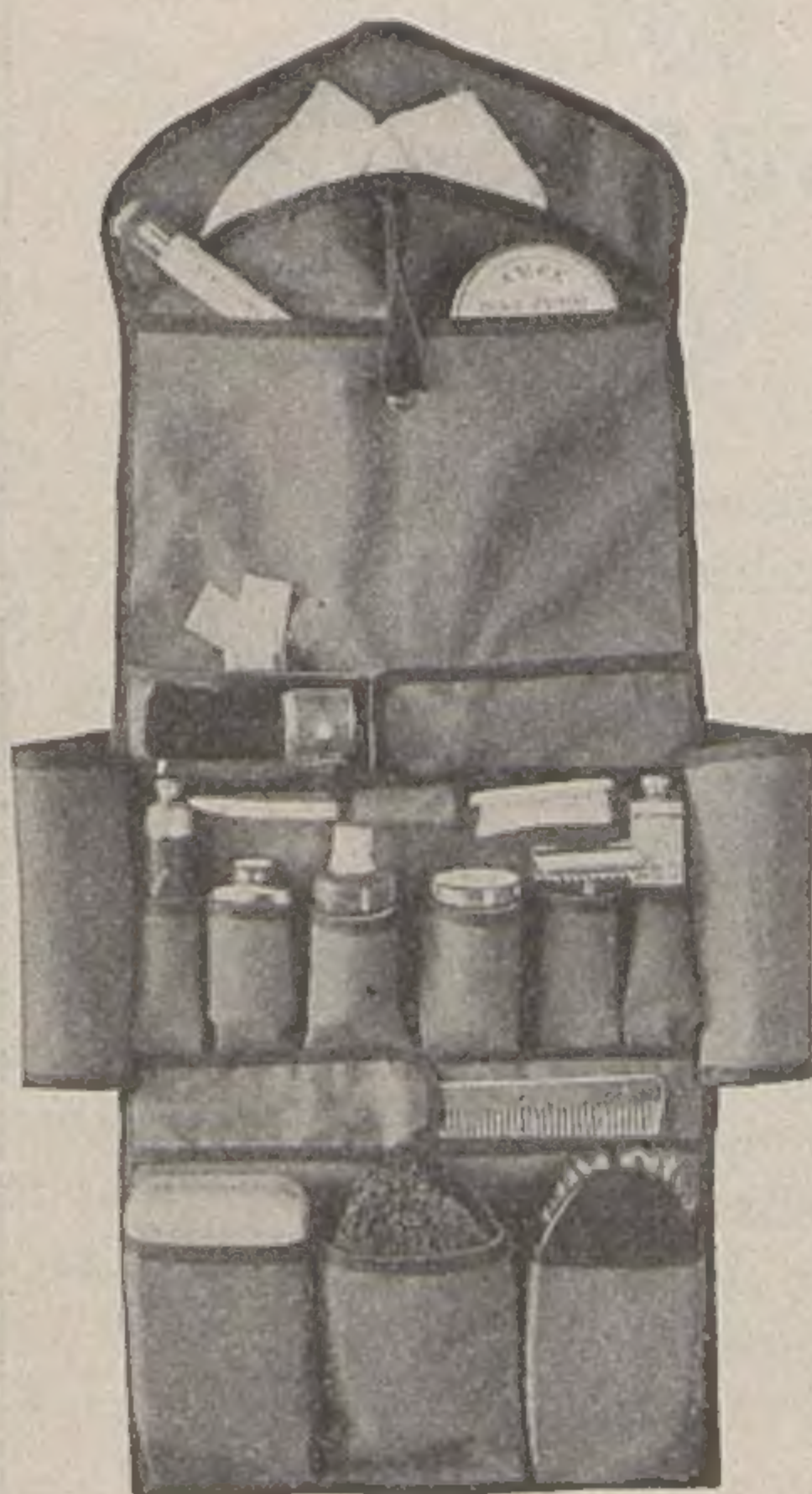
- 1 trench lighter, silver
- 1 pipe
- 1 leather cigarette case
- 1 trench mirror
- 3 khaki handkerchiefs
- 1 necktie
- 1 folding tooth brush
- 1 ear drum protector
- 1 wash basin
- 1 silk poplin shirt

Combinations to be sent in Christmas packages for the officers and men in the Naval Service are shown in the Military Shop, Main Floor. As the Navy package measures 2 cubic feet in volume, it is obvious that many things may be sent therein—these gifts may be purchased in the Military Shop.

For the Boys Over Here

Articles illustrated are but a few suggestions from the Military Shop. Upon request we will send our military catalogue, which contains several hundred gift suggestions for the boys over here.

JOHN WANAMAKER New York



No. 101—\$4.50

Kit of rubberized khaki, navy blue material; braid bound; fitted: safety razor outfit; shaving brush and stick, soap, rubber sponge, comb, brush, soap box, sewing case, talcum, "Solidine," carbolated vaseline, trench ointment, wash cloth, tooth brush, tooth paste.



No. 201—\$10.50

Vest of tan colored calfskin, lined with khaki colored all-wool serge or chamois colored flannel. An excellent protector against wind and cold. Not bulky, as it is well shaped. For camp or overseas wear.



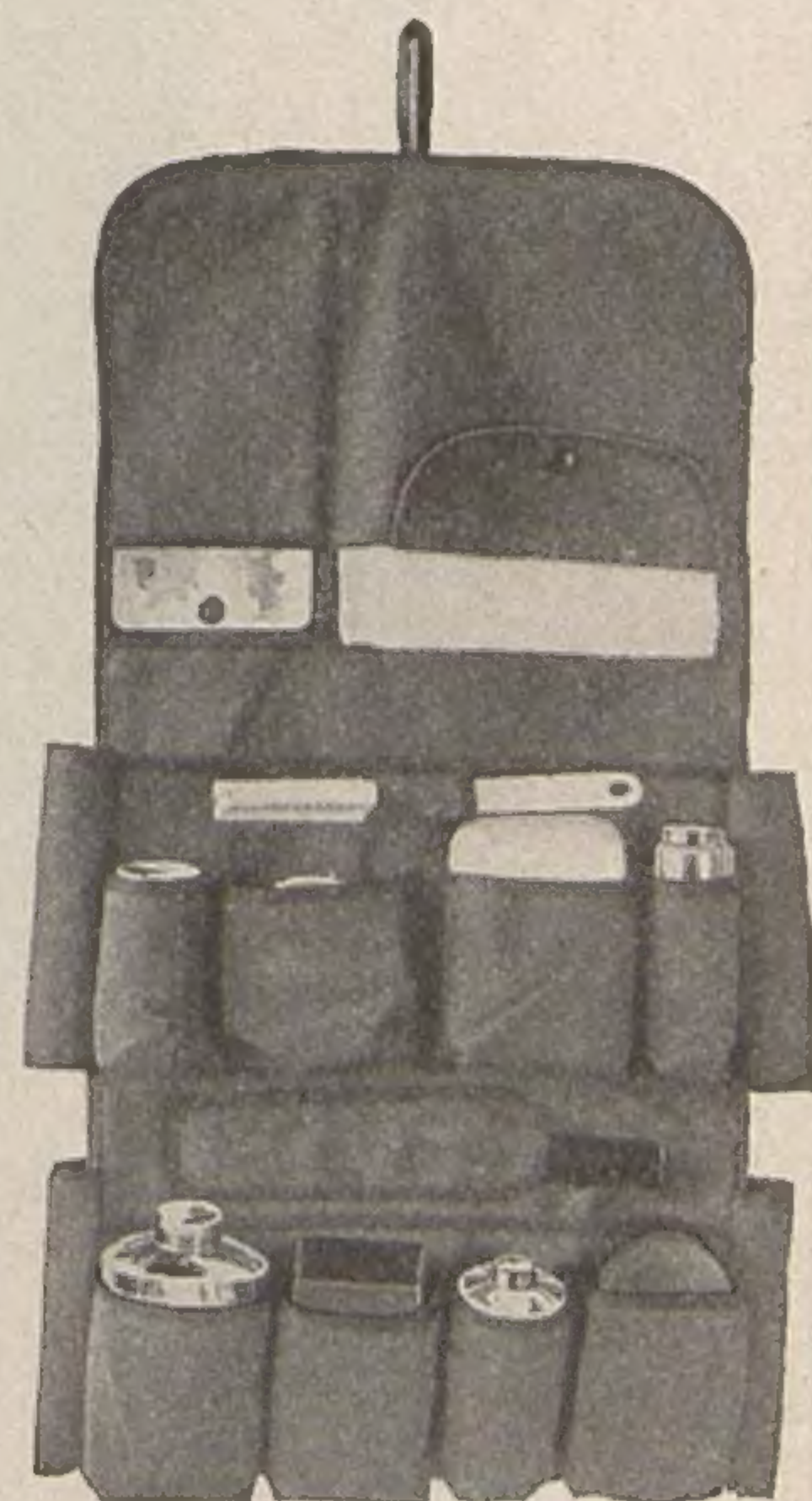
No. 176—\$6.50

Two-in-one gloves with wrist strap to button. Outside glove is of tan colored calfskin and the inside glove is of soft wool; calf-skin wrist strap. Serviceable, warm and good looking. Sizes 7 to 10½. Most popular gloves in Army.



No. 192—\$5.50

All wool sweater—Olive drab or gray. Please note that this is the model many boys like best, because it fastens with bone buttons and crocheted loops. Neck and bottom are finished with purling to prevent stretching.



No. 103—\$8.50

Kit of rubberized khaki; leather bound; fitted with tooth powder, tooth brush with protector, aluminum soap case, collapsible drinking cup, complete safety razor, folding shaving brush, shaving stick, talcum powder, trench mirror, comb, brush and wash cloth.

MONEY

An Easy Way to Send it Overseas

We have originated, in conjunction with the Irving Trust Company of New York and the Philadelphia National Bank of Philadelphia,

Soldiers and Sailors Liberty Bell Drafts

in French Denominations of

5 francs 10 francs 25 francs

We sell them by mail or in the store without profit to ourselves. Buy the drafts here, send them to the boys over there and they can use them as freely as French money.

Money, Tobacco, Candy and Food

This is what the boys coming back from the trenches say they would like their families and friends to send them most of all.

CHAS. A. STEVENS & BROS.
CHICAGO

A Complete Exclusive Specialty Shop for Women



Merchandise of Quality

Gowns
Suits ~ Coats
Millinery ~ Lingerie ~ Blouses
Corsets
Dress Accessories

DISTINCTION IN DRESS

Decidedly new manifestations of the Mode, introducing clever phases of Fall and Winter Fashions for Matron and Miss. Values that demonstrate the economy of Lord & Taylor prices.



Sézanne

Rosière

SÉZANNE—the Tailored Dress so smartly worn by Madame,—expresses the new season's salient style notes. Very straight the silhouette's lines, accented by the rows of buttons and the long fringes; black silk braid embroidery adds to the model's effectiveness. Tricotine in black or navy blue. Sizes 34 to 44 . . . \$39.50

ROSIÈRE—a Velveteen Dress designed for Mademoiselle is simply charming, with round neck and youthful bodice, bugle and silk embroidered. Bands of the new "Filet-cord" are inset in the long straight tunic. Velveteen in brown, navy, Burgundy or black. Sizes 14 to 18 years . . . \$35.00

AILETTE—a pretty and practical Dress for the Junior, possesses that winsome simplicity so appealing in youthful fashions; tiny frills finish the hem, pockets, cuffs and collar and the dainty vestee is of white Georgette Crepe. Crepe de Chine in navy, Copenhagen, flesh, brown or rose. Sizes 15 and 17 years \$22.50

ROISEL—a Misses' Dress copied from a Lanvin model, owes much of its air of elegance to the wool embroidery introduced so effectively upon bodice and skirt. Note the newness of the round, collarless bodice, the bell sleeves, the button trimmed skirt. Velveteen in brown, navy or Burgundy. Sizes 14 to 18 years . . . \$29.50



Ailette



Roisel

Mail Orders Promptly Filled

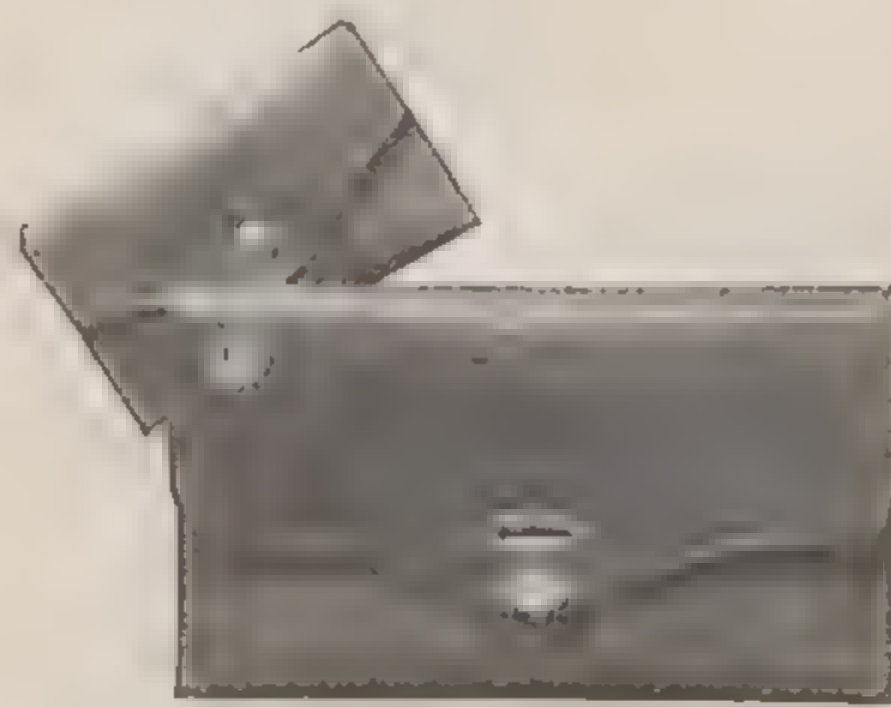
Fifth Avenue
and 38th Street
New York

Lord & Taylor

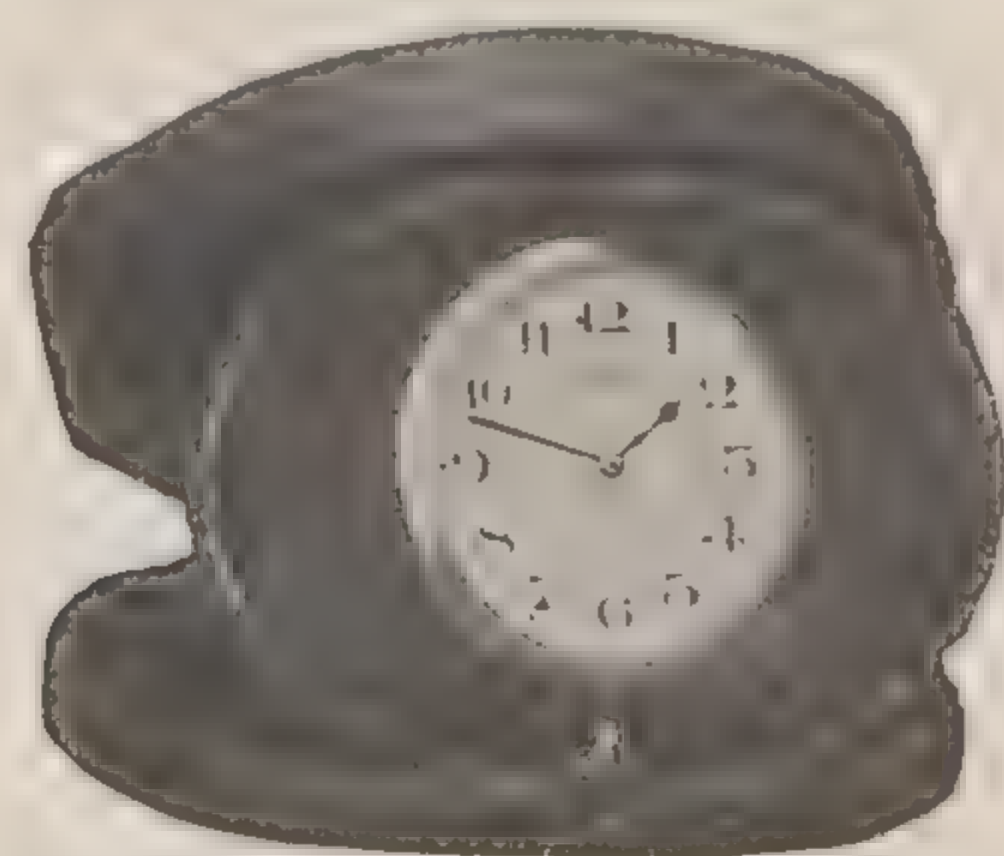
Fifth Avenue
and 39th Street
New York



Hand bag, of black or colored chiffon velvet, silk plaiting on sides, silk lining, fitted with mirror and framed silk purse, 7 1/4 inch covered frame, 8 1/4 inches deep: \$10.00



"Tailored" envelope purse, of glazed calfskin leather, pastel shades, silk lining, fitted with change purse, handle at back; size 6 1/4 x 3 3/4 inches: \$5.75 Gold plated monogram 1/2 inch, to order \$2.00 extra



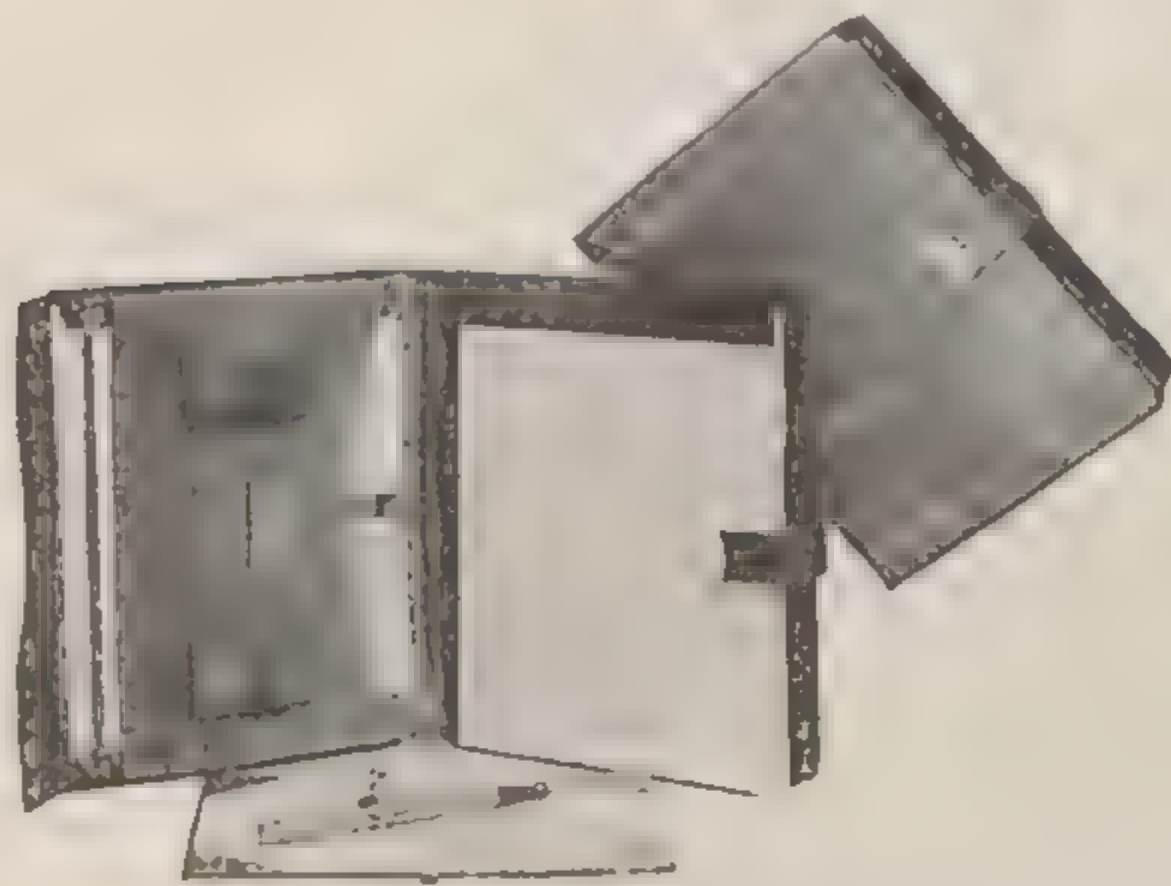
Travelling boudoir watch case, fitted with 30-hour watch, 2 inch plain dial; glazed calfskin leather, pastel shades, border of gold tooling, moiré silk lining; 5 x 3 5/8 inches: \$12.00. Initials stamped on case without charge

Oh the Little More and How Much it is

Good Taste—like Tact—is knowing what to Omit.

Tact is to refrain from saying the wrong thing at the tempting moment.

Good Taste is free from over display—it avoids the "TOO MUCH."



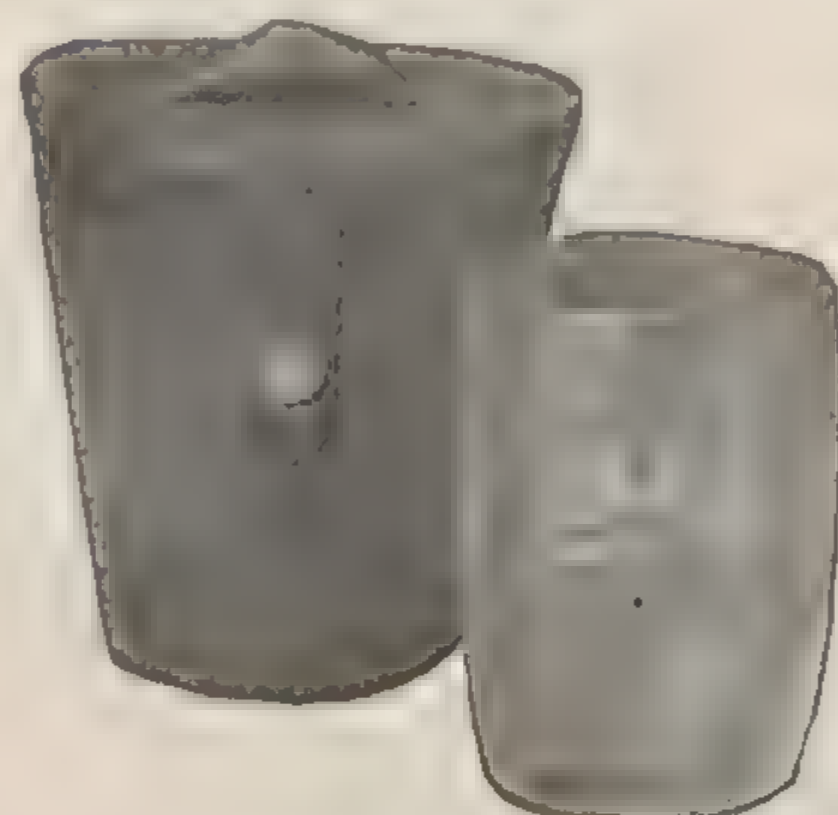
Writing case, complete with removable letter pad, blotter pad, stamp and address books, perpetual calendar, fountain pen loop, pockets for envelopes, answered and unanswered letters. Glazed calfskin case, gold tooling, size 8 x 9 1/2 inches folded: \$15.00 Gold plated fountain pen \$10.50 extra. Others from \$2.50



Diary, with ruled pages, month and date at top, "Diary" stamped in gilt on cover, lock and key; size 4 1/4 x 6 3/8 inches; colored velvet calfskin leather: \$9.00



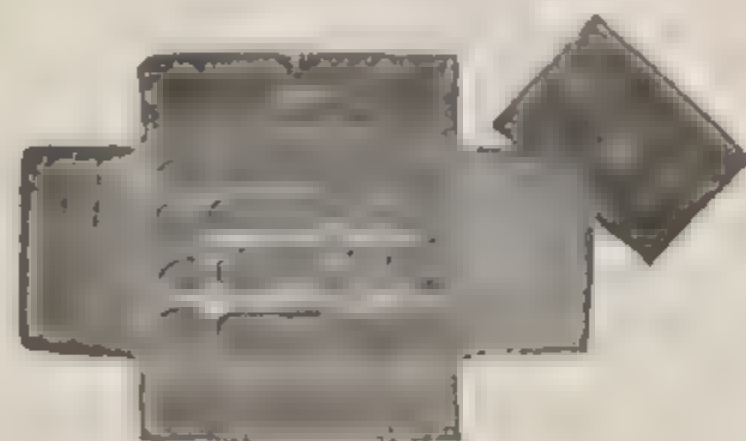
Folding photograph case, for two cabinet size pictures, opening 4 x 5 1/4 inches, isinglass protection; tan pig goatskin, silk lining, \$5.75. Colored morocco \$6.00. Black or tan military stripe leather: \$6.50 Initials stamped on case, 25c extra



Drinking glass, cut and frosted design, glazed calfskin case, "hat box" design, silk lining, 3 3/4 inches high over all: \$4.00

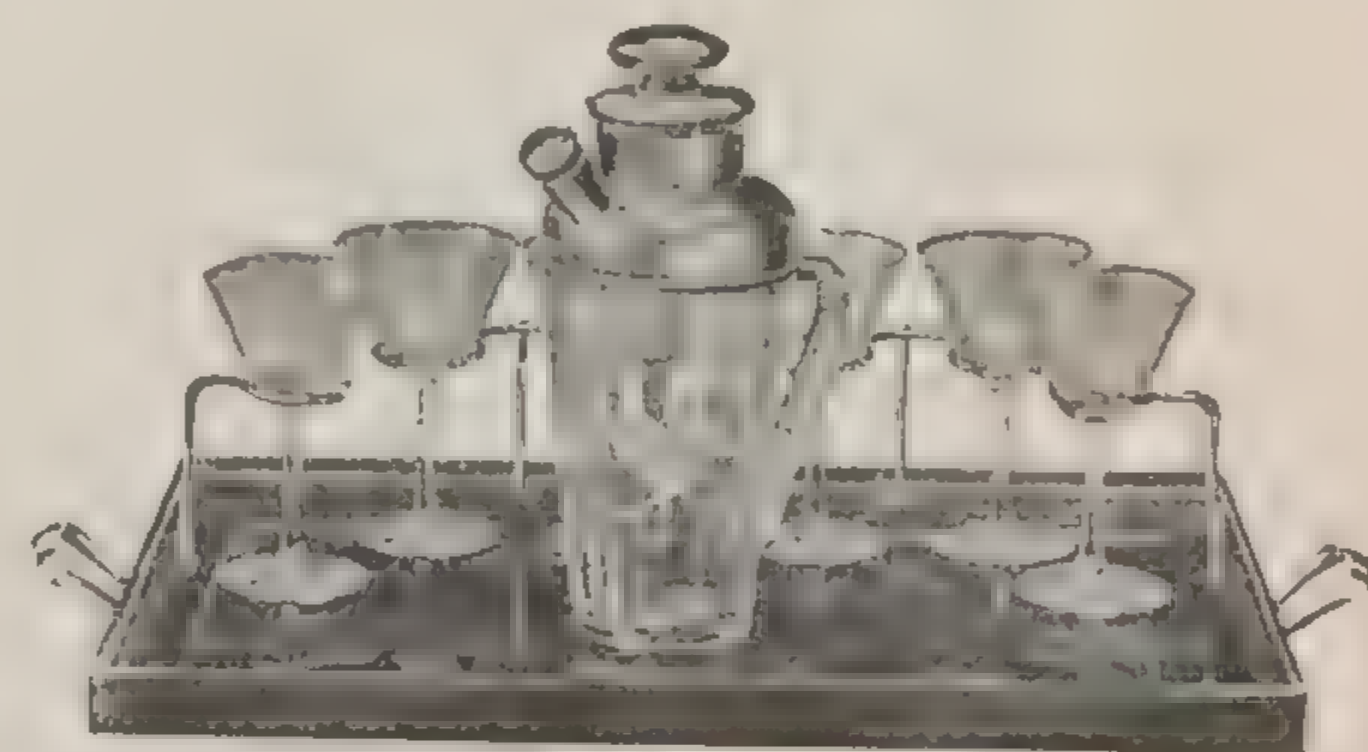


The ever-acceptable gift: a handsome box containing three pair of famous Cross gloves: tan capeskin for street wear, grey mocha and white kidskin or capeskin for dress or evening wear. For women: \$8.50. For men: \$9.50. (Please mention size)



Three pair of best quality scissors in a glazed calfskin case, pastel shades, silk and velvet lining, gilt clasp; 4 1/4 x 5 7/8 inches folded: \$8.50

Travelling bag, for women, "Victoria" design, black or colored morocco leather, moiré silk lining, 12 complete white celluloid fittings, 14-inch base \$34.00. 16-inch base \$36.00. Gold plated monogram to order, extra, \$3.50



Cocktail set, complete with 6 glasses, solid mahogany tray, 18 3/4 x 13 inches, cut glass covered bottom, gilt rack and handles: \$15.00. Crystal cocktail shaker, as illustrated, optic pattern, with engraved rooster design, top of best silver plate, removable cork stoppers in top and spout, inside strainer: \$8.50 extra

CROSS "SEE-SCORE" BRIDGE TABLE



Library set, comprising gilt-handle scissors, gilt and colored enamel paper cutter; glazed calfskin sheath, pastel shades, with gold tooling; 8 3/4 inches deep over all: \$10.00



Table in Use



Table Folded

An extremely clever and useful folding bridge table. A drawer-under-glass at the right hand of both score-keepers, contains an Auction score-pad and pencil. The drawer is opened and the score recorded without removing the pad; the drawer is closed—the pad out of the way and the score always seen. Table of solid mahogany with green baize top, 25 1/2 x 30 3/4 inches, 43 3/4 inches high over all. When not in use, the table folds compactly through the center, held fast by clamps, sturdy and portable: \$45.00

Mark Cross

THE WORLD'S GREATEST LEATHER STORES

404 FIFTH AVENUE
NEW YORK

89 Regent Street
LONDON

253 Broadway
NEW YORK

145 Tremont Street
BOSTON

Special Mail-Order Service for Out-of-Town Patrons



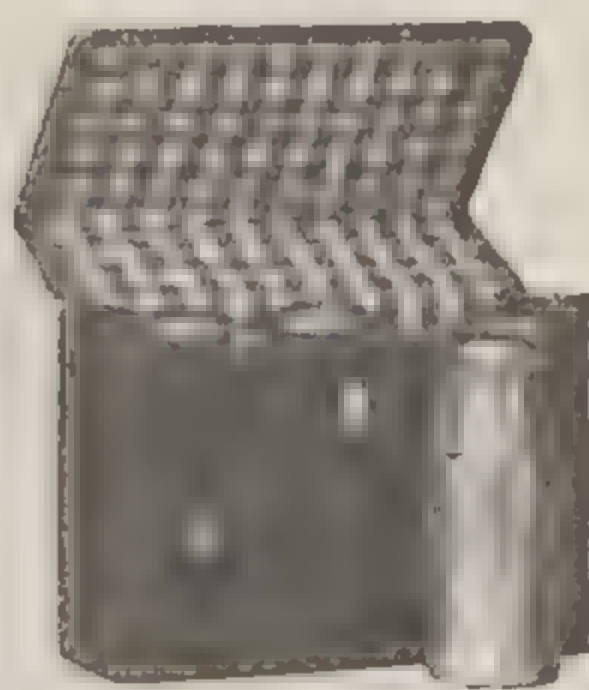
Cigar case, 3 cigars fitting full-length into each separate compartment, stiff light-weight morocco leather, in colors, wide silver mounting: case 5 inches high \$5.00. 5 3/4 inches high \$5.50. 6 3/4 inches high \$6.00. Initials engraved, plain block letters, each 10c extra



Crystal flask, pint size with silver plated cup, removable leather case, strap and snap fastening. 6 1/2 inches high over all. Tan hide, khaki morocco or black military leather \$6.00



"Tray" tobacco pouch, complete with briar pipe and matches, tan pig goatskin, tan or black military stripe leather, snap fastening: 5 x 3 3/8 inches: \$6.00

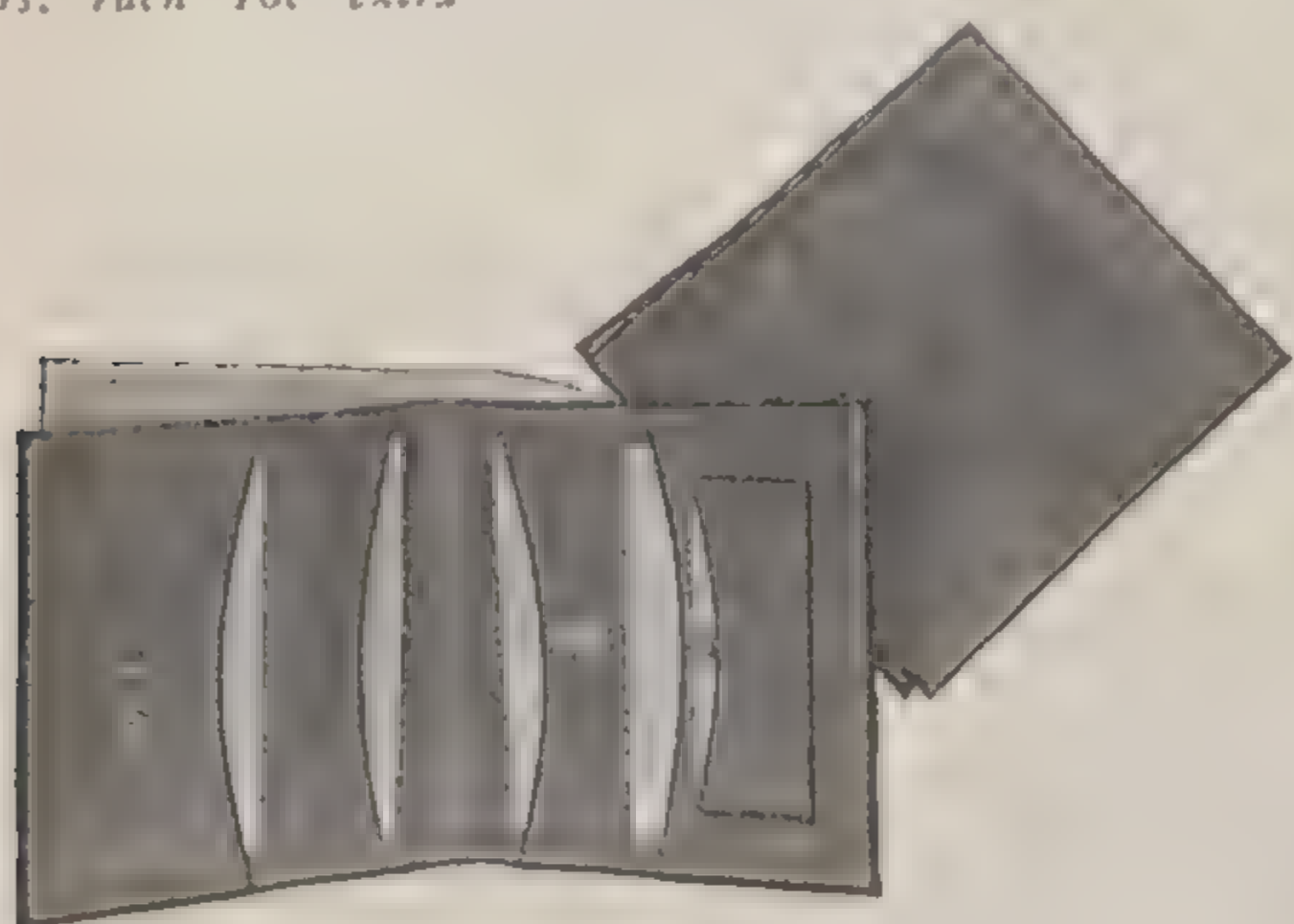


Bottle set, 3 glass bottles in nickel cases, complete with a black patent leather case, check silk waterproof lining, snap fastenings; case measures 5 1/2 x 4 x 1 3/4 inches: \$7.25

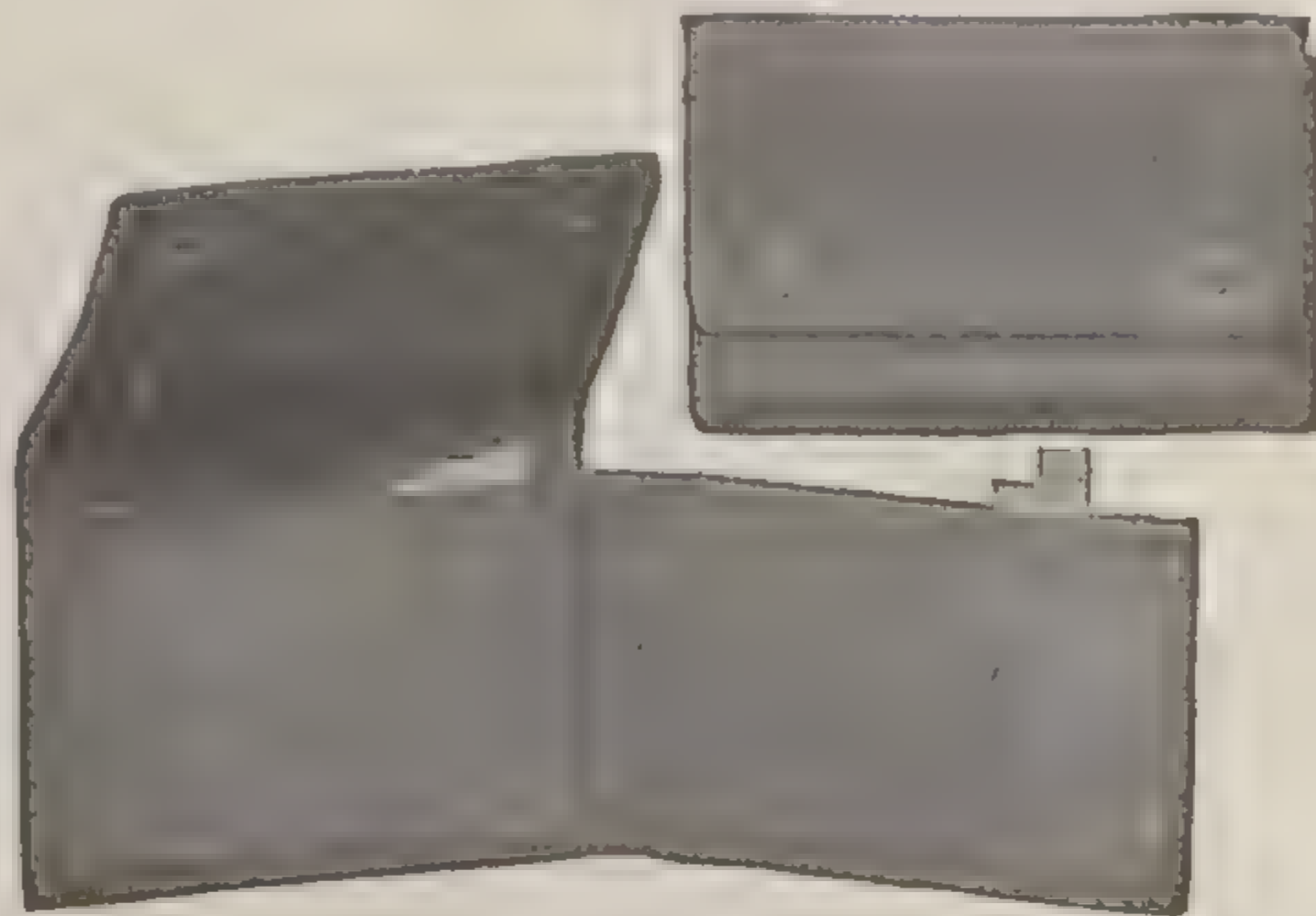


Where Pride Is a Virtue

Every one should have a good opinion of himself—and endeavor to deserve it—by his work.



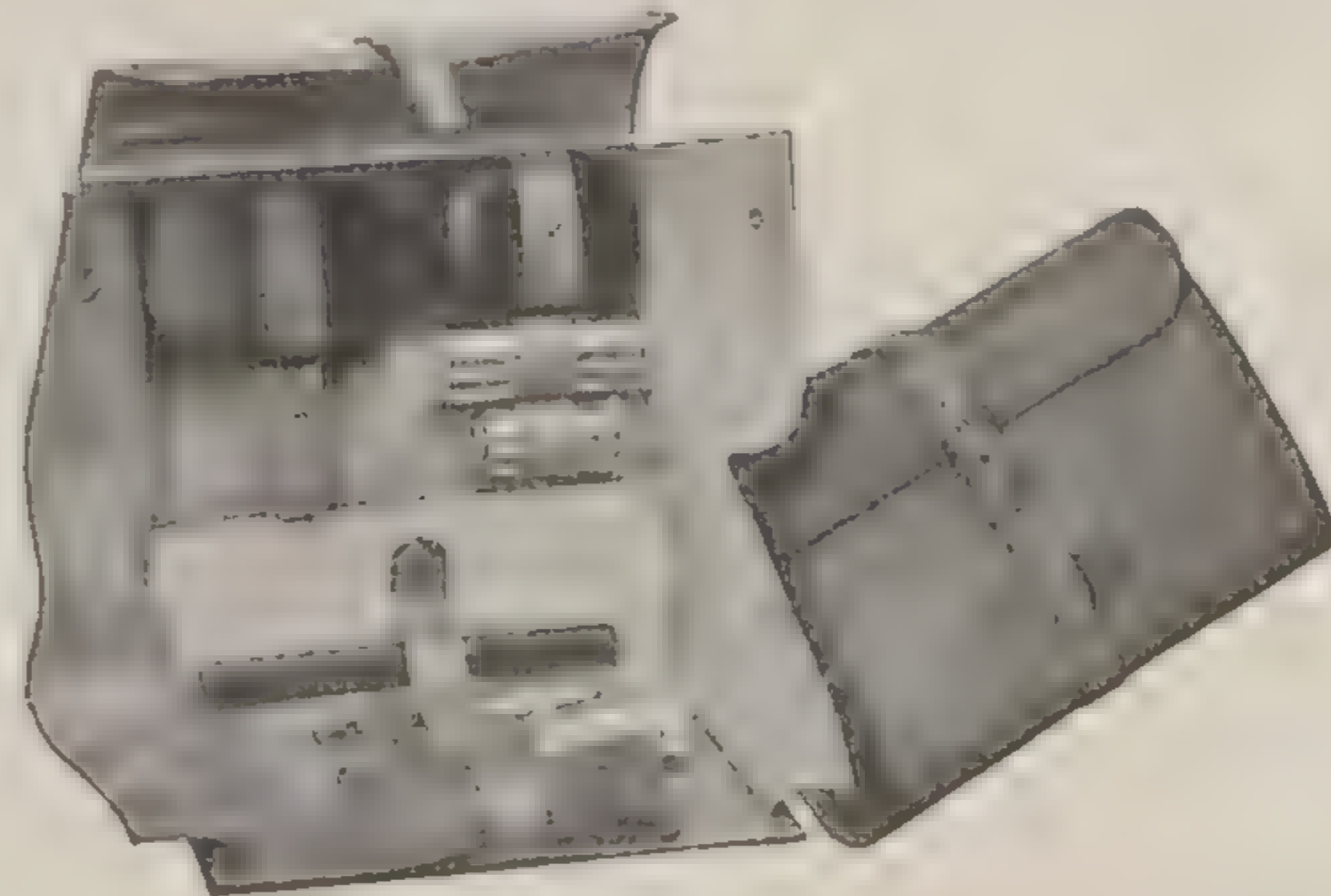
Bill fold, for men, contains a secret bill pocket at back, four card and two stamp pockets, of tan English pigskin or black seal grained Persian \$2.50. Initials or name stamped inside, 25c extra



"Trench" cigarette case, taking 30 cigarettes, completely protected from breakage and rough weather, compact and durable: 5 3/4 x 3 3/4 inches closed; tan pigskin \$6.50. Black pin morocco leather \$4.50. Tan hide \$4.50. Black or tan military stripe leather \$5.50. Tan khaki with leather binding \$3.00



Map case, folding design, map protected by isinglass, extension map pocket on back, shoulder strap at top, tan hide leather, size 10 x 7 inches closed: \$8.00

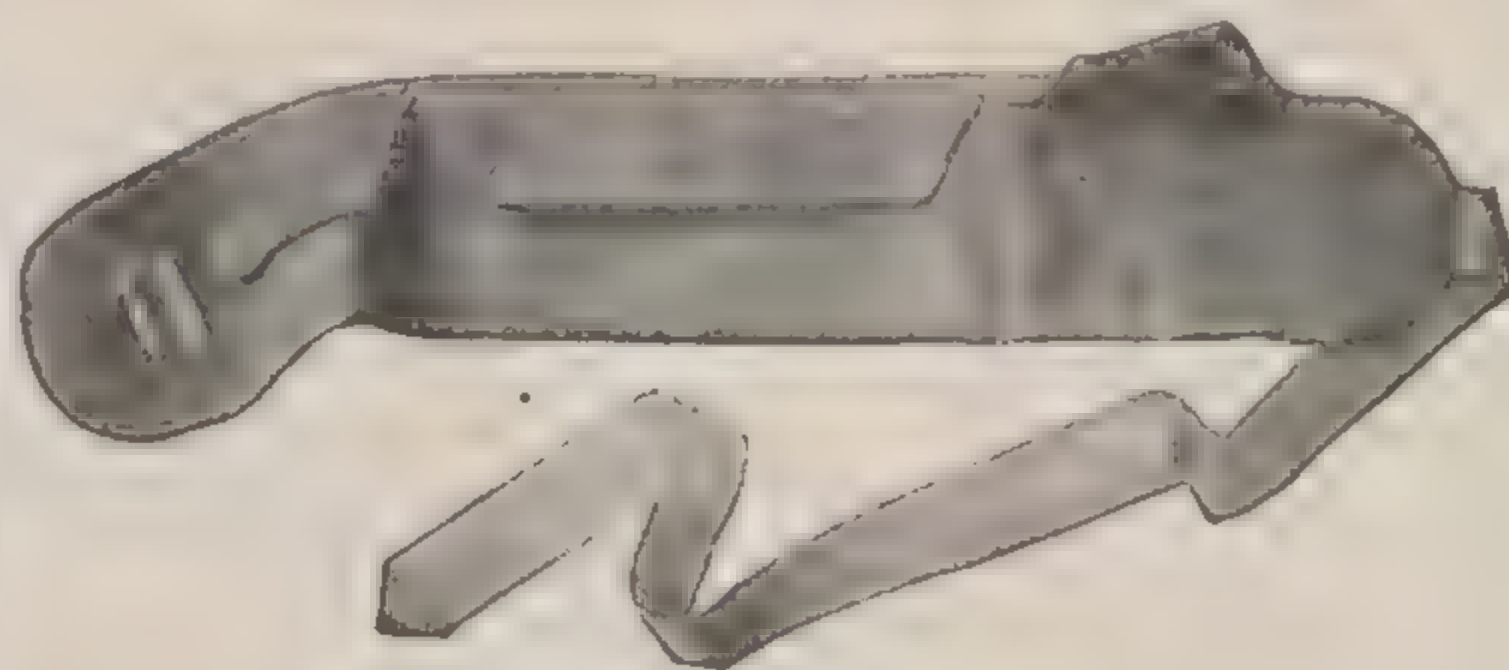


Service toilet case, fitted with ebony military brush, comb, soap box, tooth brush and guard, metal mirror, shaving brush, shaving soap, tooth paste, extra razor loop; tan hide leather case, strap and buckle fastening: 9 3/4 x 6 3/4 inches closed: \$15.50

Cigarette case, with two extension pockets taking 20 cigarettes, black pin seal leather, silk lining, 3 1/2 x 4 1/4 inches folded: \$5.50. Colored pin seal or tan pigskin: \$6.25



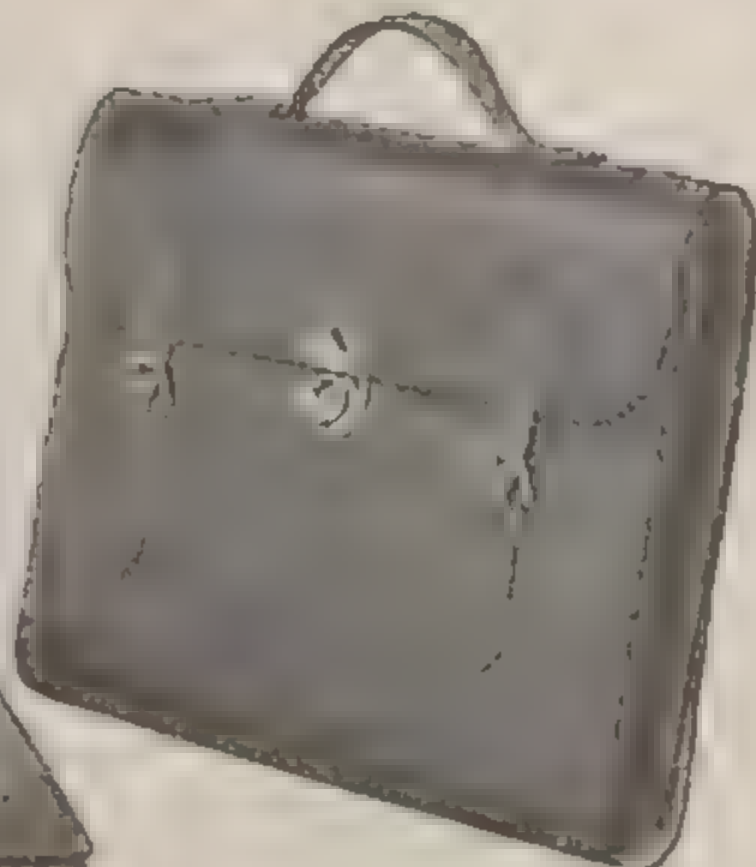
Military knife, fork and spoon, folding flat as shown, army cloth case, 4 3/4 inches over all, leather binding: \$4.50



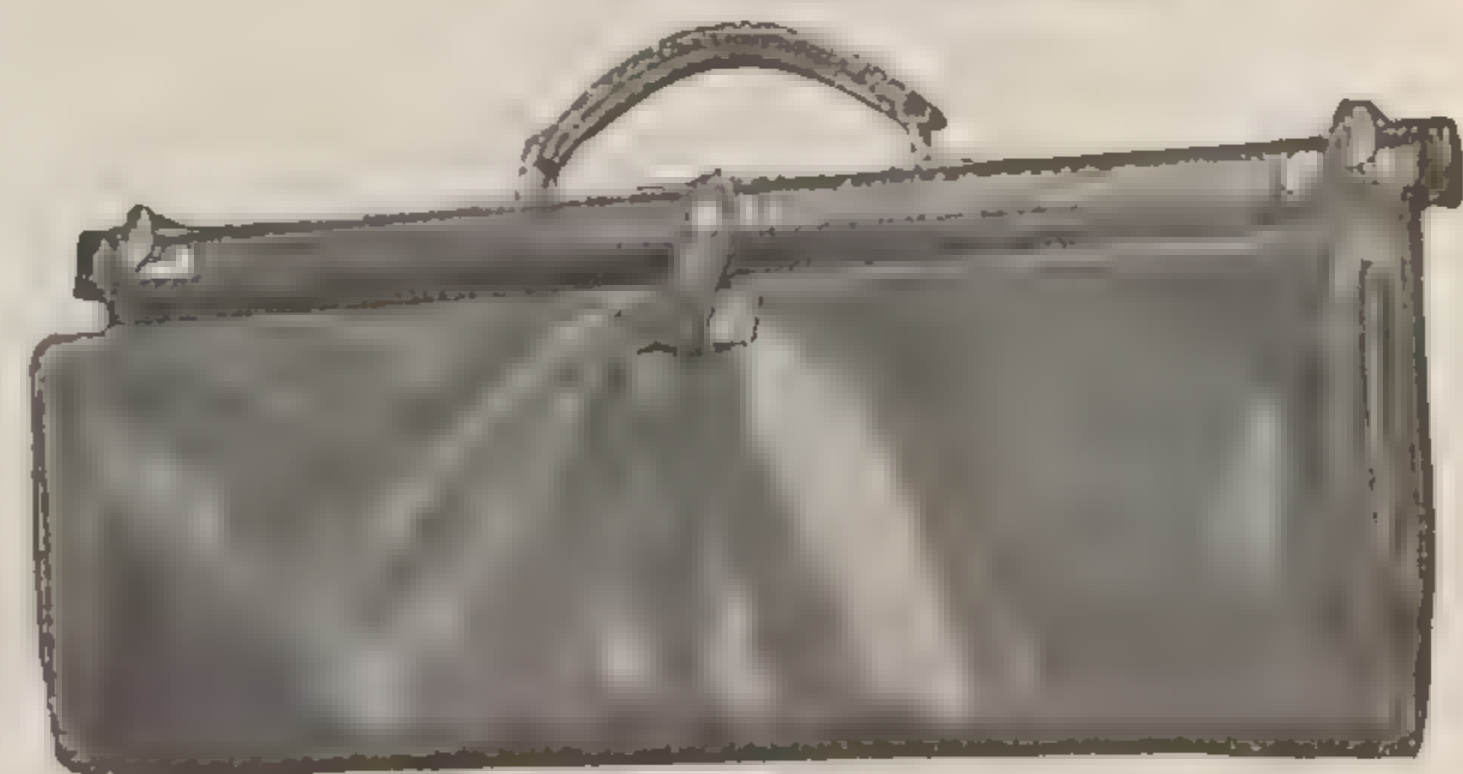
Money belt, two small pockets, one large pocket, tight flap, snap fastenings; grey morcha \$3.00; linen \$1.00



Portfolio writing case, "brief" design, tan hide, 2 extension compartments for papers, 2 for stationery and stamp books, adjustable loops for pens, etc., stiff blotter pad, case folds flat, 13 x 10 1/4 inches, lock and key, unfitted: \$19.00. Tan army cloth \$14.50



Army-Navy knife, 3 1/2 inches long, cork screw, awl, 2 blades, can opener, and screw driver. Tan hide case 4 inches long, complete \$3.50



"Furlough" folding Kit-Bag, linen lining, strong locks. This va., when not in use folds flat and compact to one-half its size, and three-inch thickness, taking no space in travelling. Tan hide or black cobra hide, size 18 inch: \$32.50. Size 20 inch: \$34.50. Tan army cloth, size 18 inch: \$22.00. Size 20 inch: \$24.00

MY KNITTING BOOK



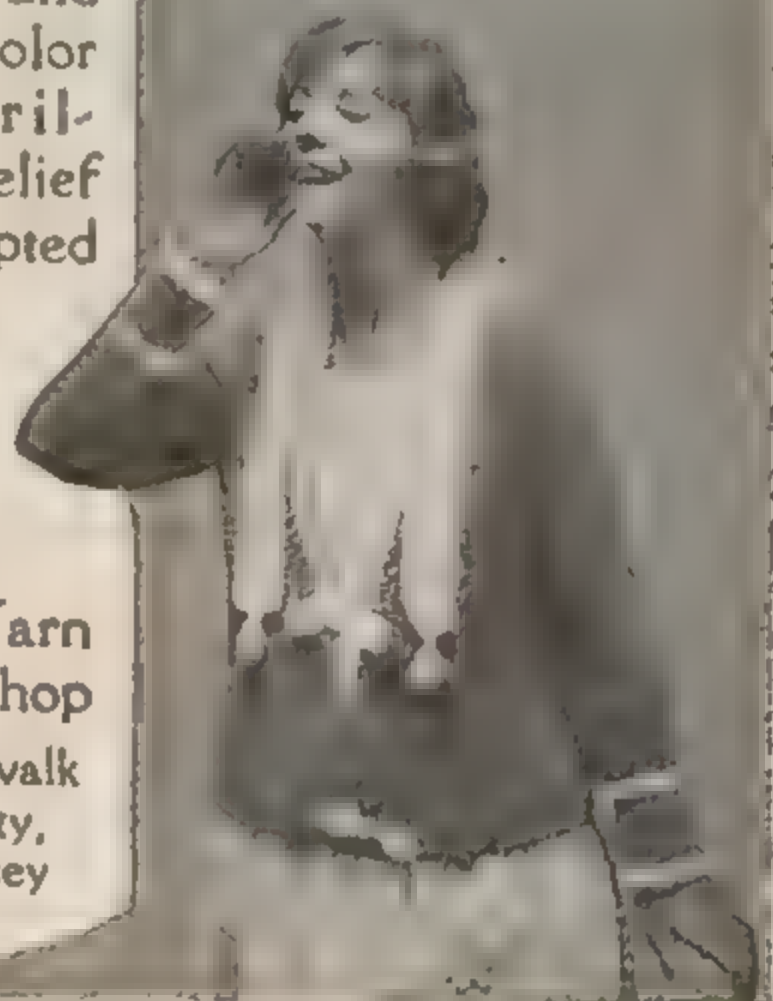
A truly helpful instructor, "unravelling" many a knitting problem. Illustrating over 100 distinctly different designs and models in gift articles, garments and relief work—telling HOW to knit and crochet them.

At the store 35c; or postpaid, 40c a copy

MINERVA YARNS

THE nationally favored yarn of quality, strength and appealing color range—brilliant or relief effects adapted for finest worsted garments.

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Minerva Yarn
& Gift Shop
1029 Boardwalk
Atlantic City,
New Jersey



RUBENS Infant Shirt

Buy the
Genuine
RUBENS

Costs no more
than the Imitation

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Manufactured only by
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NO BUTTONS NO TROUBLE
Trademark Reg. U. S. Pat. Off.

BOUÉ SOEURS

9 RUE DE LA PAIX, PARIS

FRENCH CHARM is delightfully expressed by these exquisite and exclusive

GOWNS, MANTEAUX et LINGERIE

newly arrived from the Paris Maison of Boué Soeurs, the recognized mode creators.

Special attention is respectfully directed to the new Lingerie Salon displaying an array of creations of surpassing loveliness.

Formal Exhibition daily from eleven to one and from three to five, under the personal supervision of les Boué Soeurs, Madame la Baronne d'Etreillis and Madame Sylvie de Montegut. The honor of your gracious attendance will be appreciated.

NEW YORK ESTABLISHMENT
13 West Fifty-sixth Street

The Only Rue de la Paix House in America



Pétrole Hahn

FOR FALLING HAIR

A French tonic which encourages a luxuriant growth of beautiful hair.

Its ingredients are endorsed by medical authorities as ideal food for hair cells. Thin, lifeless hair is revived and rejuvenated by its use.

THIS HAIR BEAUTIFIER keeps the scalp clean and healthy, and imparts a delightful freshness, lustre and waviness to the coiffure.

Sold by smart shops

Generous sample 25c. Address
PARK & TILFORD, Sole Agents
529 West 42nd Street New York

ROYAL SOCIETY
THE HIGH-MARK
QUALITY



in
EMBROIDERY
and
CROCHET
MATERIALS

Crochet Books Ten Cents
Dealers Everywhere
Circulars upon Request

H. E. VERRAN & CO.
UNION-SQUARE-WEST NEW-YORK



Radiant with the spirit of Autumn, and colorful as the bright, blooming chrysanthemums and fallen leaves are the new designs for

MALLINSON'S PUSSY WILLOW SILK

Reg. U.S. Pat. Off.

*The silk of sensible economy
Interesting in its blend of qualities is this correct and exquisite silk and delightfully versatile.*

As a lining in your new fall suit, coat or furs; or as a charmingly fashioned frock or blouse it adds zest and joy to the wearing. PUSSY WILLOW is guaranteed for two full seasons' wear.

"Costs a little more, but worth a whole lot more"

THERE IS BUT ONE MALLINSON'S
PUSSY WILLOW. THE NAME ON
THE SELVAGE OR THE LABEL
IN THE GARMENT MARKS THE
GENUINE.

H.R. MALLINSON & COMPANY, Inc.

"The new silks first"

MADISON AVENUE-31st STREET NEW YORK.

*Suit of
Mallinson's
Satin
Duvetyn.*

Ask at the better stores for
MALLINSON'S
Silks de Luxe

Khaki-Kool	Indestructible Voile
Pussy Willow	Will o' the Wisp
Satin Duvetyn	Kashmere-Kloth
Orkid-Tissu	Chinchilla Satin
Roshanara Crepe	Pussy Willow Satin
Indestructible Crepe	

All trade mark names

Keep
sweet

with

EverSweet
The Dainty
Deodorant

Harmless Does not injure
skin or clothing

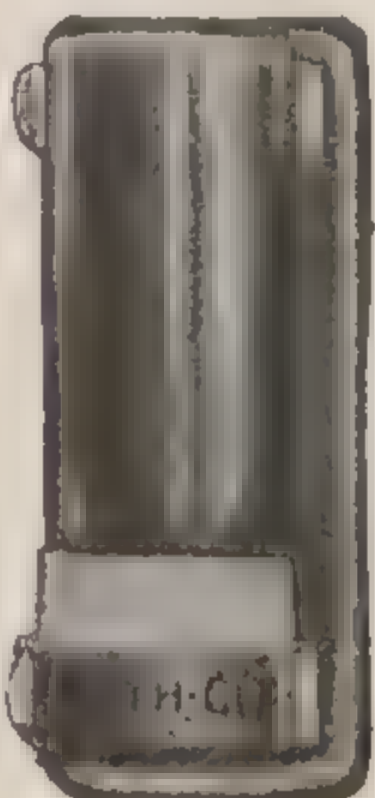
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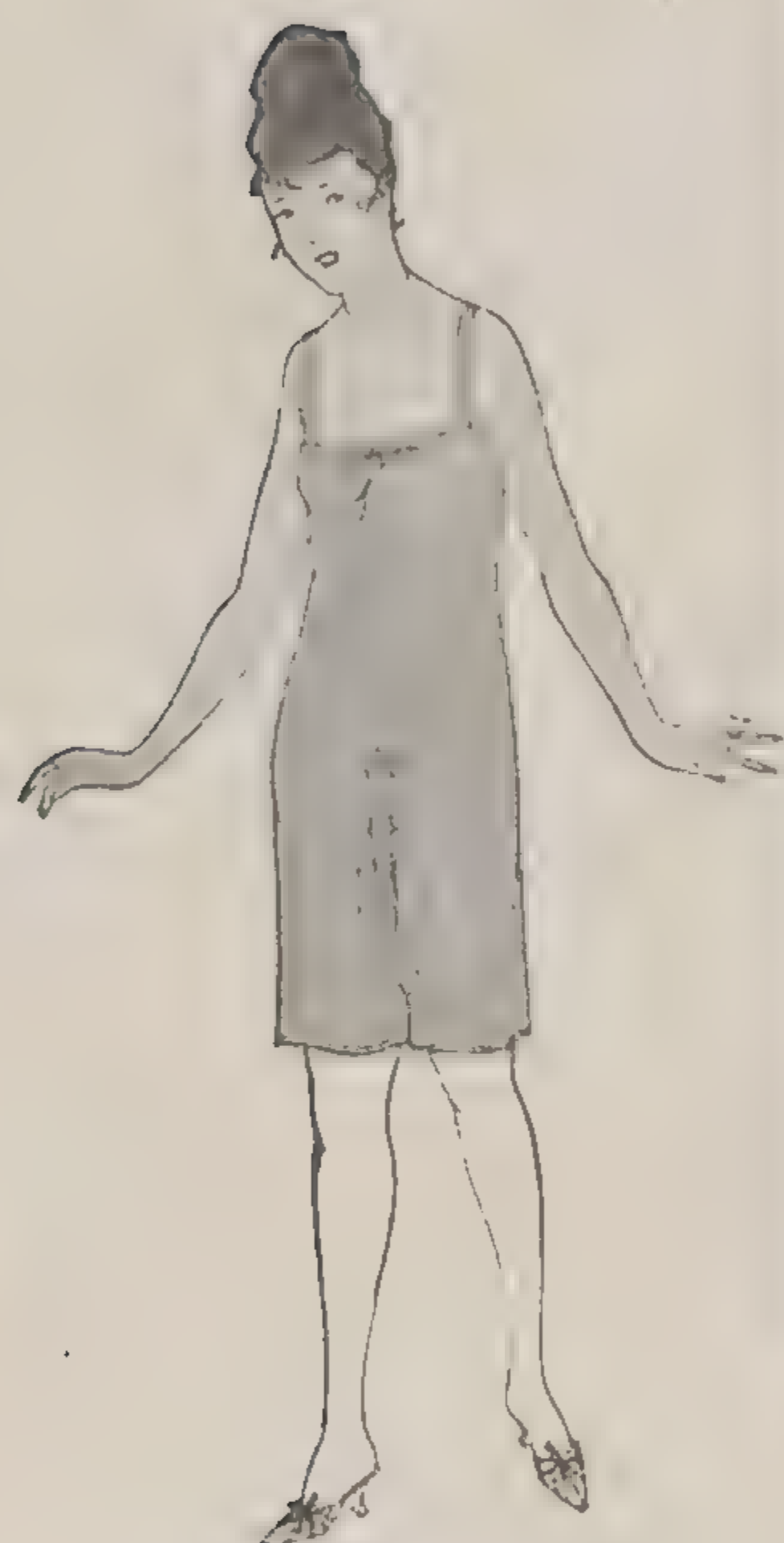
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The most comprehensive wholesale exhibition in New York. 43 to 51 West 36th Street.

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FUR REMODELING. Specialty of Renovating old fur garments. Prices as low as consistent with good workmanship. A. H. Green & Son, 37 West 37th Street, New York. Greeley 2210.

SAVE 35% TO 50% ON YOUR FURS by buying dressed skins and have them made up in any style desired. Descriptive Price List V sent on request.

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EXCLUSIVE FUR GARMENTS at Real War Savings prices. Visit our showroom and we are sure of your patronage. Remodeling & redyeing old furs. J. O. Tepper, 12 W. 36 St., 5 Av., N. Y. Gr'ley 5823.

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FURS REMODELED & repaired according to the styles of this magazine. Special attention given to out of town orders. Reasonable prices. Hirschfeld Fur Co., Inc., 35 W. 44th St., N. Y. Vand'bilt 654.

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Furs Imported and original models
Wholesale and retail. Price reasonable.

REPAIRING AND REMODELING of last season's fur garments—equal to new—at small cost. Bryant 1036
A. Fisher 36 West 46th St., N. Y. C.



This doll we should call "Dolly Do Your Bit", but we prefer the name of "Efficiency Ann", for it serves two purposes—pull the string and it becomes a highly attractive dolly clad in checked blue and white gingham, but open and in the dress a child may place her knitting. Price with pair of needles \$2.75.

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PRACTICAL GIFTS. Hand hemstitched. Khaki & White, all linen handkerchiefs \$1.00; Initialed \$1.50. Linen laundry bags, Initialed \$2.50. Amanda I. Hall, 607-5th Ave., N. Y. C.

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WANTED—MAN'S COON COAT, large size. Clothing for girl 11-12 also for boy 14. Long or short trousers. Mrs. Marlon Price Worcester, Mass.

MME. NAFTAL, Tel. Bryant 670, pays highest cash value for fine misfit or slightly used evening & street frocks, furs, diamonds, jewelry, silverware. 69 West 45th Street, New York City.

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MY RE-BUILDING OF GOWNS IS THE TALK of New York, because I have made creations out of gowns that seemed hopeless. Homer, 11½ West 37th Street, New York. Tel. 5265 Greeley.

SERVICE is what I desire to give—real service that will relieve you of even thinking about your gown until it is finished. That service, together with my original

ideas as to "make over" gowns, wins for me the reputation of being "successful." I will be glad to show you what I can do. Mrs. B. Gordon, 910 7th Ave., N. Y.

IT IS NOT ONLY A PRETTY FACE that makes a woman lovely. It is what she wears and how she wears it. You can safely trust my judgment on this subject, as—

MY LONG EXPERIENCE in this line and my natural French ability enables me to gown you with good taste and refinement. Mme. Renee, 74 West 46th Street, New York.

ECONOMY DEMANDS that you conserve materials. Garments remodeled to latest creations. Excellent workmanship at reasonable prices. Fittings at home. Mrs. Squires, 203 W. 87 St., N. Y. Tel. Schuy. 7553.

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WE WELCOME INQUIRIES for making and remodeling gowns in latest and advanced styles. Write for descriptive booklet regarding time required, cost, etc. Mme. L. Brown, 677 Lexington Ave., N. Y.

Gowns Remodeled—Cont.

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Your Gowns Rejuvenated by
Alma d'Harcourt
Phone Bryant 5109.

GOWNS-MADE-TO-ORDER for all occasions. Prices moderate. Expert workmanship. Cassé gowns remodeled into chic creations. Peterson—49 W. 46th St., N. Y. C. Bryant 5416

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Made-to-Order

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SMART GOWNS AND SUITS
Made to Order.
Distinctive remodeling.
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Formerly with Paquin, Paris, and Lucile, N. Y.
Gowns to order at moderate prices.
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creations exclusives.
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Reasonably priced.

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PURCHASING INSTRUCTIONS

THE names and addresses of the shops selling the articles pictured on these pages will be gladly furnished on request; or the Vogue Shopping Service will buy any of these articles on receipt of your check and instructions. Each inquiry should contain a stamped envelope.

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Ready-to-Wear

"WHITE" 46 WEST 46TH ST., NEW YORK.
Gowns—Ton Coats—Blouses.
Authoritative Styles for every occasion.
Moderately Priced.

MAYS SPECIALTY SHOP, 134 West 34th St.
(Our only store.) Gowns, Wraps, Suits, Furs.
Authoritative Fashions at Great Savings.
It will pay you to call (no catalog).

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Important Sale
Gowns, Suits Smart Coats
At prices regardless of cost

"HUGHES"
Smart Trotteur Frocks
Of Serge \$30.00 Of Velvet \$45.00
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LUCIE Produces 5th Ave. gowns. Reasonable prices. Remodeling a specialty. Dainty Shop. Hats, Blouses and underwear. A visit means satisfaction. 75 West 45th St., N. Y. C. Tel. Bryant 6140.

HELEN HELLER
15 West 45th Street
Distinctive street and evening gowns
Formerly of 253 W. 91st St., N. Y. C.

Greeting and Place Cards

COPLEY CRAFT CHRISTMAS CARDS for personal use. Hand-colored designs. Thoughtful verses. Special rates to shops. Samples on approval. Jessie H. McNeil, 18 Huntington Ave., Boston, Mass.

PERSONAL ENGRAVED CHRISTMAS CARDS, exclusive designs, magnificent assortment, delivered anywhere, send for samples at once. Everett Wadley Co., 5 So. 11th St., Richmond, Va.

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ROBERT. Permanent Hair Wave Specialist. No kinks, but a beautiful wave, well nigh a marvel. My own Original Method. Write for booklet. Robert, 500-5th Ave., Suite 506, Cor. 42 St., N. Y.

CALL AT SCHAEFFER'S if you want expert personal attention for a permanent wave. Positively no friz or kink. J. Schaeffer, 542 Fifth Avenue. Phone: Murray Hill 5772.

PERMANENT WAVE that stays wavy at least 6 months. Work guaranteed satisfactory. 65c a curl. Front Waved \$10.
Spiro's, 26 W. 38th St., N. Y. Est. 40 Years.

VICTORIA DRY SHAMPOO for Oily Hair. Excellent substitute for regular shampoo. Pronounced medicinal value to hair and scalp. \$2.00. Victoria Laboratory, 1020 Tenth St., Denver, Colo.

LEON. Permanent Hair Wave Specialist. Ten years' practical experience; work guaranteed. Full Head \$15; Front \$10; Single Curls \$1. Artistic Transformations. Ill. Booklet. 59 E. 59th St.

"JEANNETTE"—17 West 42nd Street.
Permanent Hair Waving
My Specialty.
Rooms 507-508. Phone Vanderbilt 2179.

REAL HAIR NETS—GOLF OR CAP-SHAPE.
Price \$1.00 per doz. or 6 doz. for \$5.00. State color wanted; money-order or cash; sent prepaid. B. S. Forst, 43 East 33rd Street, New York City.

Hair and Scalp Treatment

EXPERT ADVICE & SCIENTIFIC TREATMENT given by the Scalp Specialists of Fifth Avenue. Waldever & Betts, 315-5th Avenue, New York

PERMANENT HAIR WAVE \$1.00 A CURL. Hair goods \$5.00 an ounce. Shampoos and special treatment for hair prematurely gray. Charles Frey, 507 Fifth Ave., N. Y. C.

LOSS OF HAIR from waving, dye, etc. Consult Mme. Fendick, 17 West 45th Street, New York. Exponent Huntingford Hot Oil Scalp treatment. Consultations Free. Bryant 920.

Hair and Scalp Treatment—Cont.

CRUDOL "Nature's Hair Tonic"
Removes Dandruff and prevents falling hair.
50 and 25 cents the Tube.
The Crudol Co., Inc., 1777 Broadway, N. Y. C.

ENGLISH HENNA SHAMPOO powders tone the scalp, color faded or greyish hair, giving a marvelous gloss and bright tints, \$1.
Henna Specialties Co., 505 5th Ave., N. Y.

FRENCH HENNA D'OREAL. Imported Powder tones scalp, giving faded or premature gray hair a marvelous, natural gloss and bright tint, all shades. \$1.35 Ppd. B. Paul, 34 West 37th St., N. Y.

NEOS-HENNE for grey & faded hair. Any shade from blonde to black. Applied in all up-to-date Beauty & Hair Dressing Parlors; write for information to Neos Co., 366 Fifth Ave., New York.

OIL SHAMPOO is best. It gives life and lustre to the hair. Have it done scientifically. Margaret and Jeannette
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HOTEL HARGRAVE, West 72d St., bet. B'way & Columbus Ave., N. Y., one block to Central Park. Comfort, refinement & luxury combined with moderate rates. Send for booklet. Eugene Cable, Mgr.

HOTEL MARTHA WASHINGTON, 29 East 29th Street, New York. For women. Rooms \$1.50 a day upwards. Meals a la carte, also table d'hôte. Luncheon, 50c. Dinner, 65c. Booklet free.

HOTEL ALBEMARLE—B'way at 54th St., N. Y. C. In the center of the theatre, automobile and shopping section. Room with private bath, \$2.00 up. Parlor, bedroom and bath, \$4.00. Mr. Zazzali, Mgr.

Hotels in New York—Cont.

HOTEL ST. JAMES, Times Square, off Broadway. 109 W. 45th St. 3 min walk to 40 theatres & all principal shops. Room adjoining bath \$1.50 up. Room with private bath \$2.00 up. Suites \$4.00 up.

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WILKINSON HAND-MADE ART QUILTS. Ideal trousseau gifts. Made only on order. Finest materials used. Illustrated booklet V sent on request. Wilkinson Sisters, Ligonier, Ind.

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MRS. ALEX. VAN R. BARNEWALL,
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Interiors—Antiquities.
Murray Hill 3060.

MACBRIDE 3 E. 52nd St., N. Y. C.
"The House of Three Gables"
Useful gifts. Only the unusual.
Objects of art, Furniture pieces, Fillet scarfs.
Iron and vase Lamps, Shades, etc.
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Copy of Antique Italian Living Room.
Furniture. Decorations.

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Lamps, Shades and Painted Furniture.
Phone: Murray Hill 5230.

SELMA M. LOEB, 18 East 45th Street.
Decorator—Unusual cushions, bedspreads, chiffon shades and specially designed furniture at unusually moderate prices.

ADVICE BY MAIL. Samples and complete color guide. \$2.00 per room. Ann Wentworth, former decorative editor The House Beautiful, Room 1414, 432 Fourth Ave., N. Y. City.

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CASH FOR BROKEN JEWELRY. Old Gold, Silver. We pay highest prices for diamonds, watches, platinum. Est. 1886. Goods returned if offer refused. Callman, 27 W. 37th Street, N. Y.

JOHN DALEY PAYS CASH for Platinum, Gold, Silver, Pearls, Diamonds, Antiques: entire contents of houses. Established 1869. 654 Sixth Avenue, corner 38th Street. Tel. Greeley 3945.

MRS. T. LYNCH'S SON buys Diamonds Pearls, Old Gold, Jewelry & Silverware; only one price offered, our references. Established 1844. 227 W. 42nd St., near B'way, N. Y. Bryant 1686.

WE PAY
as high as \$50.00 for old false teeth, any condition (mail or bring). Old gold, silver, platinum, plated ware, antiques. Levit, 727 Columbus Av. (nr. 96) N. Y.

HIGHEST CASH PRICES PAID for Diamonds, loose or mounted. Watches, platinum jewelry, new or broken. Goods returned at our expense. Liberty Ref. Co., V432 Wood St., Pittsburgh, Pa.

SEND TO A. S. BORG by mail or express any diamonds, old gold, silver, platinum, antiques, pawn tickets, artificial teeth. Cash at once. 146 West 23d Street, New York. Bank references.

EXCHANGE YOUR DISCARDED DIAMONDS, Pearls, other precious stones, Gold, Silver & Antiques, for Liberty Bonds. Est. 30 yrs. Bank Refs. Wyler, 661 Fifth Ave., at 52nd St., N. Y. C.

CASH FOR JEWELRY. Diamonds, Gems, Gold, Silver, new or broken. Prices now exceptionally high. Est. 40 years. Mme. Naftal
69 West 45th St., N. Y. Tel. Bryant 670.

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High Class Jewels of every description. Diamonds, Pearls, etc., etc., purchased for cash. Individual pieces or Estates.

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USE COOTIE SILK for army and navy knitting, such as socks, caps and undershirts. It is vermin-proof and has splendid wearing qualities. Samples and descriptive circulars forwarded upon request.

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YE YARNS and accessories for every purpose.
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BETSY ROSS YARN MILLS, INC., 354-4th Ave., 366-5th Ave. Yarns at wholesale prices, 65c to \$1.15 per hank, 2% discount on 10 lbs. or more. Sample card on request. Army, navy colors only.

ORIGINAL CREATIONS in hand-knitted garments. A complete line of colors in Kimmoo Silk Yarn. Complete stock of wool yarns. Corps of Instructors. Elsa Barsaloux, 400-5th Ave., N. Y. Opp. Tiffany.

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THE DEVONSHIRE LACE SHOP—Real Laces, Antique & Modern. Old laces repaired & remodeled into Collar, Fichu or Veil by Marian Powys of England. Catalog. 60 Washington Sq., N. Y.

LACES
Shawls woven by Cosak women—saved from the Russian Revolution. Ancient gold embroideries. Visit our exhibition. 11 W. 47th St., N. Y. C.

E. ZALLIO REAL LACES
Antique & modern. Established 15 yrs.
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Breakfast sets, Tea Napkins, Pillows, Dollies, Shades, etc. Designs made from your own. Laces & lingerie. Laces cleaned & mended.

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J. TUZZOLI, now at 27 W. 46th St., N. Y., makes a suit for \$55 which cannot be duplicated under \$90. Quality and material faultless in make and fit. Furs Remodeled. Winter models ready.



Vogue presents this as the latest novelty in bags, made of grained, black patent leather, handsomely lined and with gilt fittings of scent bottle, lip stick, hairpin holders, powder box and a coin purse of silk. Price but \$6.50. Write the Vogue Shopping Service.

Ladies' Tailors—Cont.

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TAILORED GOWNS REMODELED to prevailing style. 20 years' experience. Tailored suits from \$65 up. J. H. Comstock, 286 Fifth Avenue, (30th St.), New York. Tel. 158 Madison Square.

H. BURG. Ladies' tailor and furrier, formerly of 500-5th Ave., makes smart tailored suits and coats. Exceptional values; prices, from \$75 up. 22 West 47th St., N. Y.

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TROUSSEAU LAUNDRY. The ideal laundry for fine linens & laces; thoroughly reliable. No chemicals used. Immaculate workmanship. Price & references upon request. 589 Eagle Avenue, N. Y. C.

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425 Fifth Avenue
at 38th Street
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Dresses	ready made	Collars
Caps	and to order	Cuffs
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425 Fifth Avenue
at 38th Street
New York

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Exclusive and Distinctive Hats.
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Opposite Ritz-Carlton

FAYE HALL, 516 Fifth Ave.
Distinctive hats.
Charming models for every occasion.
Gowns made to order.

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GUIRY 7 EAST 48TH ST., N. Y. C.
Milliner
Distinctive Hats
Correctly Priced

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FINE HAND-EMBROIDERED MONOGRAMS and initials on linens, hdkfs., etc., 50 up each. Linens hand hemmed. Small or large orders. Delivery in 1 to 3 days. Janon Co., 17 W. 45th St., N. Y. C.

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PATTERNS CUT TO MEASURE from illustrations, description of model. Fit guaranteed. Special attention to mail orders. Mrs. W. S. Weisz, 41 West 35th Street, New York.

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Paris, Grasse, (France)
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1625 Boardwalk Atlantic City

20 GENEROUS SAMPLES of our latest creations in French perfumes will be sent with catalogue upon receipt of \$2.00.

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Your portrait as you really are and as your friends see you.
I shall not be satisfied unless you are.

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SPEECH DEFECTS overcome at any age. Scientific methods. The handicap of stammering, stuttering & hesitancy cured. Private Ins. Mrs. C. S. Presby, N. Y. School of Expression, 318 W. 57th St., N. Y.

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E. HAYES, INC., 582 Fifth Avenue, New York. Individual style in ladies' shoes to order in materials and color of costumes. Write for booklet and directions in self-measurement.

JACK'S SHOE SHOP—154 W. 45th St., N. Y. opp. Lyceum Theatre. Originators of Distinctive Footwear at appealing prices.
See our Fall and Winter Models (no catalog).

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Successor to Mrs. H. Goodale Abernethy
Personal shopping—No charge.
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Purchasing Agent. Accompanying out-of-town patrons. No charge. References. Chaperoning. Write for circular. 155 West 78th Street, N. Y.

MRS. S. D. JOHNSON
347 Fifth Avenue
Opp. Waldorf Astoria. Telephone 2070 Murray Hill.
Shops for and with you without charge.

MRS. C. B. WILLIAMS, New York Shopper. Will shop with you or send anything on approval. Send for bulletin.
368 Fifth Avenue, New York.

MRS. CAROLINE PLOWS, Experience has taught me that certain shops excel in certain lines. I will shop for or with you. No charge. References. Goods sent on approval. 14 W. 92nd St., N. Y.

ELIZABETH C. MALADY—A personal acquaintance with New York's shops enables me to buy with taste and discrimination. Prompt service. Goods on approval. 33 Convent Ave., New York.

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Offers her services in the selection of distinctive gowns, wraps, furs and lingerie from New York's unusual shops (not the

department stores). The aim of this unique service is to assist you in choosing those authentic fashions best suited to your personality. Mrs. C. R. Myers, 416 Madison Ave., Vand. 4537, New York City.

MAIL ORDER SERVICE—Suits, gowns, blouses, lingerie, etc., the choicest of New York's best manufacturers, at special prices. Booklet. The Grey Service, 500-6th Ave., Suite 602, N. Y.

CHICAGO BUYER will shop for you or with you without charge in Chicago or New York. Mary L. Warren, 14 East Jackson Blvd., Chicago. Telephone Wabash 8000.

MRS. L. A. WILSON—Shopper of long exp. Shops for or with customers without charge. Can be seen in office every morning—mail orders promptly executed. 373-5th Ave., R. 505. Phone 3645 Vandbit.

Specialty Shops

SPORT SKIRTS, hats, smocks & blouses. Attractive models in children's school & party dresses. Novelty & fancy articles for gifts. The Commission Shop, 366 Madison Ave., N. Y. Murray Hill 8296.

THE WIDE VARIETY
of goods advertised on these pages is amazing. Read the announcements.

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Visit the **SPORTS SHOP—**Unusual and Pre-advanced Sports Suits, Sports Waistcoats and Hats, Skirts, Blouses, etc. Exclusiveness & Utmost Value. 500-5th Ave., (42nd St.), 6th Floor, N. Y.

THE MERTON SPORT HAT for women & children. Complete assortment for golfing, motorizing, riding, country wear—Oil skin riding weather hats. Bessie Frey's Shop, 381 5th Ave., near 35th St., 2nd floor.

A SHOPPING TOUR
Through these pages will be fully as interesting and satisfactory as a day on Fifth Avenue.

Stationery

RUBY RUBBER BANDS. "Save time and twine." Keep them in your desk—on your dressing table. Send 10c for package. Eberhard Faber, 200 Fifth Avenue, New York.

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THE DOLL SHOP. Dolls with individuality. Dolls' accessories. Jolly toys for girls and boys. Doll Hospital, too.
18 West 47th St., N. Y. C. Tel. Bryant 7464.

SUGGESTIONS—hundreds of them can be found in this List of America's better class shops. Write to them.

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JUMBLE SALE DE LUXE, interesting and varied collection. Antiques, bric-a-brac, jewelry, books, rugs, bronzes, china and glass, paintings, etc. 30 West 39th Street, New York.

THE BOX AND BAG MART
25 East 54th St., New York.
Beautiful boxes for every use.
Ladies' closets fitted.

EVERY WOMAN LOVES an exquisite hand-emb. robe in unusual lacelike designs. Complete robe in English batiste or pineapple silk, \$25.00 to \$50.00. Elaine Elser, Manila, Philippine Islands.

BESSIE FREY'S GIFT SHOP, 381-5th Ave., 35th & 36th Sts. Over Cammeyer's. The Home of useful, original & reasonable gifts for big & little folks. Gifts for the baby—nursery furnishings.

SURPRISES. Cape Cod Fire Lighters for log fires, Curtain Holders, Match Box Holders, "Big Stick" for recording Children's heights. Ask for circular. Cape Cod Shop, 320 Fifth Ave., N. Y.

KWONG YUEN & CO., Inc., 287 5th Ave., N. Y. Bet. 30th and 31st Sts. Direct Importers of Chinese and Japanese Embroideries, Kimonos, China, Porcelains, Teas, Fancy Articles.

KWONG YUEN & CO., INC., IMPORTERS
Hundreds of Useful Holiday Gifts in our Unique Oriental Shop, at very attractive Prices. (No Cat.) Visit us at 287 5th Ave., Bet. 30 & 31 Sts., N. Y.

THE STERLING QUALITY
of these shops is attested by their presence in this Guide.

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FLAMBEAU WEAVERS' SHOP, 7 E. 39 St., N. Y. Rare col. Spanish Altar-Cloths, old French laces, Venetian velvets & brocades; old lustre, pewter, silver & brasses, from col. of Mr. Bryant Fleming.

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100 WEDDING ANNOUNCEMENTS \$6.75 or invitations, hand-engraved. 2 sets of envelopes, 100 Calling Cards, \$1.75. Write for samples. V. Ott Engraving Co., 1025 Chestnut St., Philadelphia, Pa.

REST ASSURED
whether you buy from the shops in this List by visit or mail, satisfaction is yours.

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DAYCRAFT NOVELTIES for Gift Shops and Art Needlework Depts. Established 30 years. We sell dealers only. Sample display 225 Fifth Ave., New York. Factory Springfield, Mass.

RIGHT NOW WHEN there is such a demand for useful & attractive gifts, is the time to buy Porto Rican Linens, Flit, household linens, etc. Write for terms. Villari Co., 402 Madison Ave., N. Y. C.

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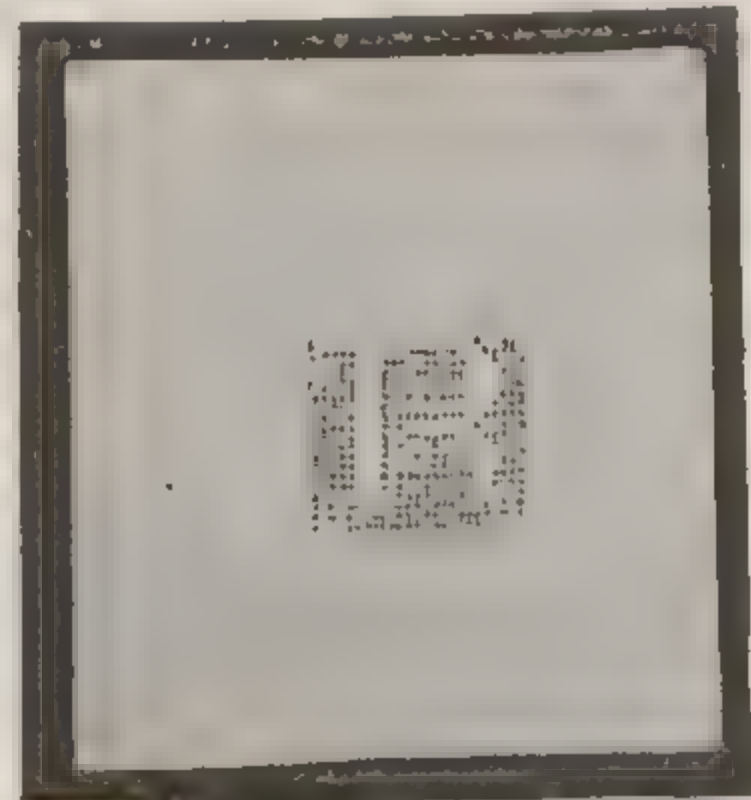
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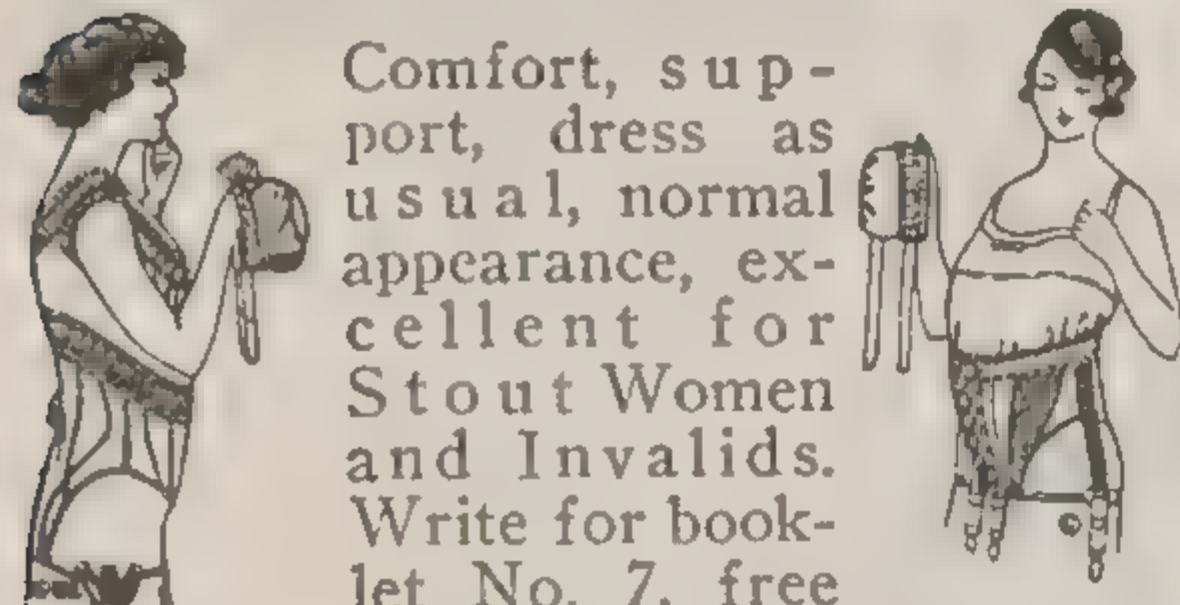


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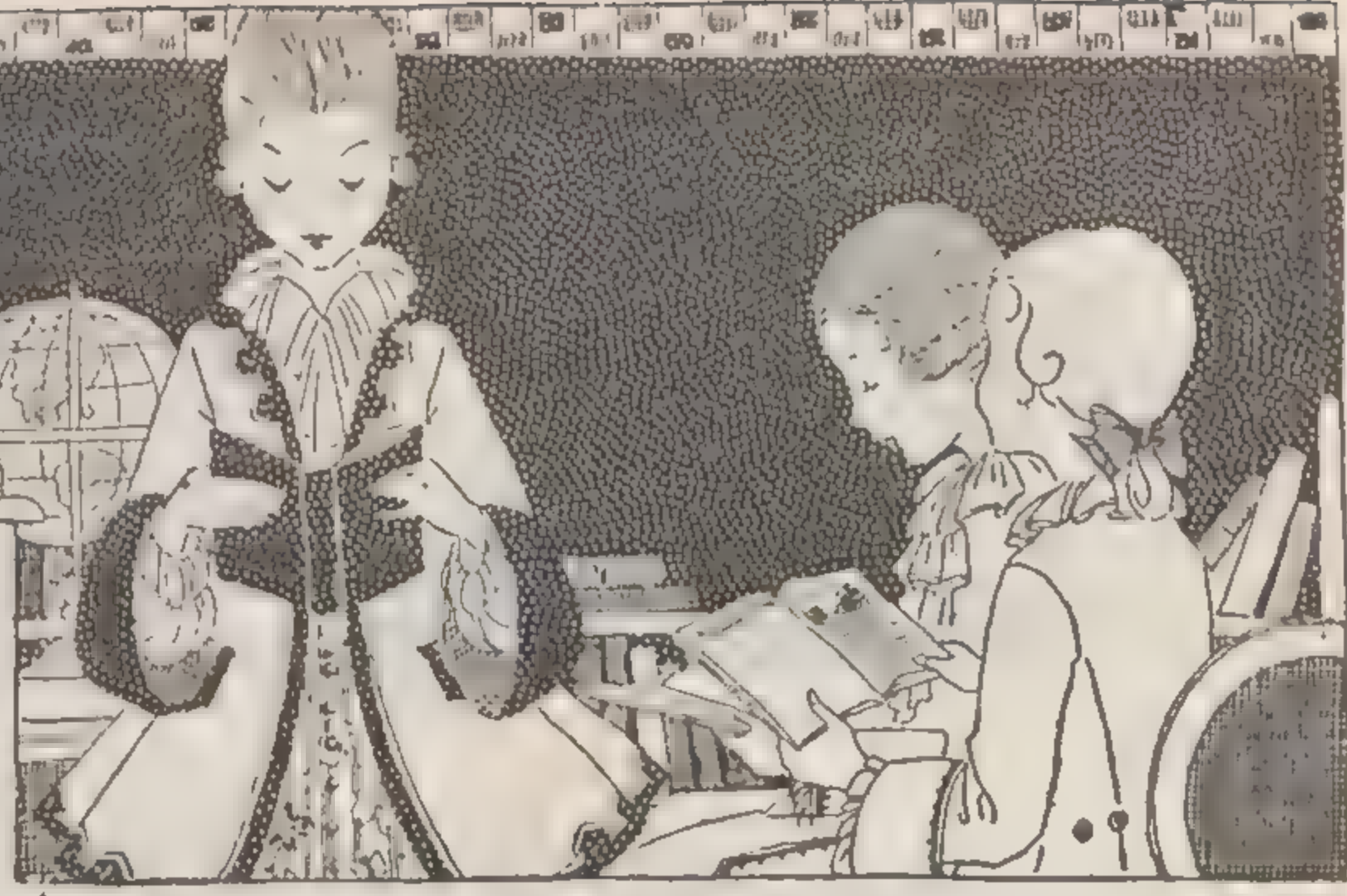
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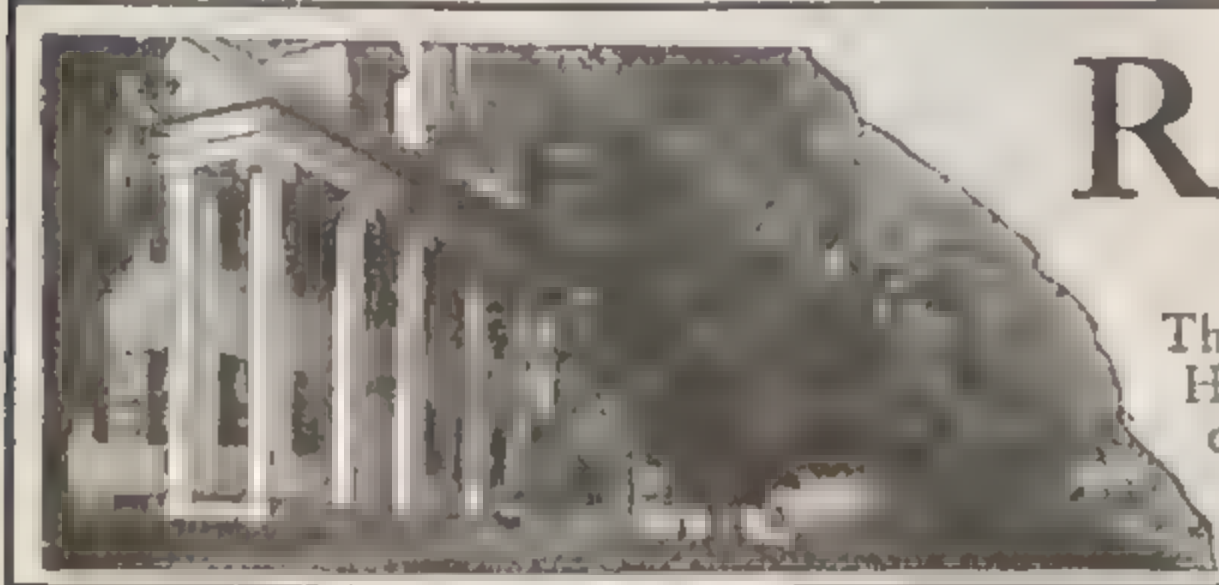
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DO YOUR CHRISTMAS SHOPPING, NOT ONLY EARLY, BUT AT ONCE

WHATEVER Christmas presents you are planning to give should be bought without delay for many reasons; all the shops are short-handed, most of them make but one delivery a day, and the things you want to buy may not be there if you put off your shopping a week, or even a day. But the best reason of all is that the Government wants to avoid the terrific Christmas rush of packages in the mails, and wants still more to keep the railroads as free as possible to carry coal and munitions. So, instead of collecting a lot of packages to be sent off during Christmas week, which was a bad enough practice in peace times, fortify yourself with a box of "Do not open until Christmas" labels, and trust your friends to have as much strength of mind as you have had forethought.

One thing that you can do to make shopping easier for every one is to carry home your

own packages—you have only to look at the service flags hanging over the doors of the big shops to realize how their number of workers must have shrunk. See to it that none of your packages clog the wheels of transportation this Christmas—our last war Christmas, let's hope.

LET'S BANISH USELESS PRESENTS

The Government has asked us to give only useful presents. This, of course, doesn't apply to children—any one who, as a child, ever had the gloomy experience of finding a pair of gloves, or a dozen handkerchiefs, taking up the space of the last exciting package in the toe of the stocking, knows how children feel about useful presents. But it's certainly reasonable to expect that grown-ups, this year, should confine themselves to giving, and reconcile themselves to receiving, only useful

presents. To save your time and also to make it practically impossible for you to resist starting your Christmas shopping career this very day, Vogue has sent an advance party scouting in the best shops to be attacked, and from the exhibition of booty on pages 56 to 63 you will see very plainly that, as the newspapers say, much valuable material has been gathered by this reconnaissance. You will find suggestions for useful presents which manage to keep that excellent virtue from being too obvious by being as beautiful as possible at the same time.

For the soldiers in camps in this country various things are shown, among them some three-pound packages which may be sent overseas. Besides that, we are showing two packages which can be sent by a special London-to-France service; that is, they can be ordered by mail through Vogue and sent direct from London to France without further delay.

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Cover Design by Helen Dryden

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C O N T E N T S

for

NOVEMBER 1, 1918



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Maurice Goldberg

MRS. CHARLES DANA GIBSON

Mrs. Gibson, who before her marriage was Miss Irene Langhorne, is the mother of Mrs. George B. Post, junior, and of Ensign Langhorne Gibson, U. S. N. R. F. She is Chairman of the Paul Jones House, a club for officers at 24 West 57th Street, which has managed to solve in a very pleasant and economical way the prob-

lem of the officer who is confronted by the difficulty of living as the world expects him to live, on the salary the Government gives him to live on. Mr. Charles Dana Gibson, as Chairman of the Division of Pictorial Publicity, has been very successful in mobilizing the artists who are directing pictorial propaganda



It's a wise rabbit that knows its own father these days, for Lapin Père and his contemporaries have deserted the provinces to frequent the boudoirs of Paris. A brief visit to the furrier, and they emerge, sleek and glossy, dyed in sophisticated shades, and sought after by the fastidious

Jo Lepape

FURS AND PHILOSOPHY KEEP PARIS WARM

NOW that the gloomy winter days keep us in the house more and more, we shall have more time to think—and to think is to worry nowadays—than we had in summer when we could be outdoors so much. These rainy autumn days with their grey light are very familiar to us, for they have often kept us (sometimes with the grippe for company, it must be admitted) by the corner of the fire, reading, or dreaming of the thousand interests provided by our free and happy life. How far off all that seems!

But when the grippe keeps us in the house now, we shall find ourselves face to face with the most prosaic of realities, and the chief one against which we shall have to struggle is the cold. We can't sit by the fire, for no room in our house is much more than forty degrees above zero. In what comfortable corner can we, book in hand, give ourselves up to an afternoon of complete rest? When shall we be able to trail about again in our famous lacy tea-gowns? Certainly not this winter, when we shall practically live in our dressing-rooms, because they are smaller than the other rooms and consequently a little better heated. We shall often have little dinners of four here. The little table in front of the fire will remind us of our nursery table, and we shall have to ask a bottle of old Chambertin, treasured for years, to lend some of its golden carmine to our pale cheeks.

FURS AS A SUBSTITUTE FOR COALS

We shall all do as we did last year, keep one small room in our apartment to live in, and close all the others. They will be as icy as cold storage; if one so much as puts one's nose inside the door it will be frost-bitten immediately. And, now that coal has so basely deserted us, we shall wrap ourselves in furs, our only hope in this time of trouble and our only resource under the present régime. But the skins we would like to have will be out of our reach in price, for the days are long past when the chaise longue and the bed of the woman of taste were covered with sable and chinchilla.

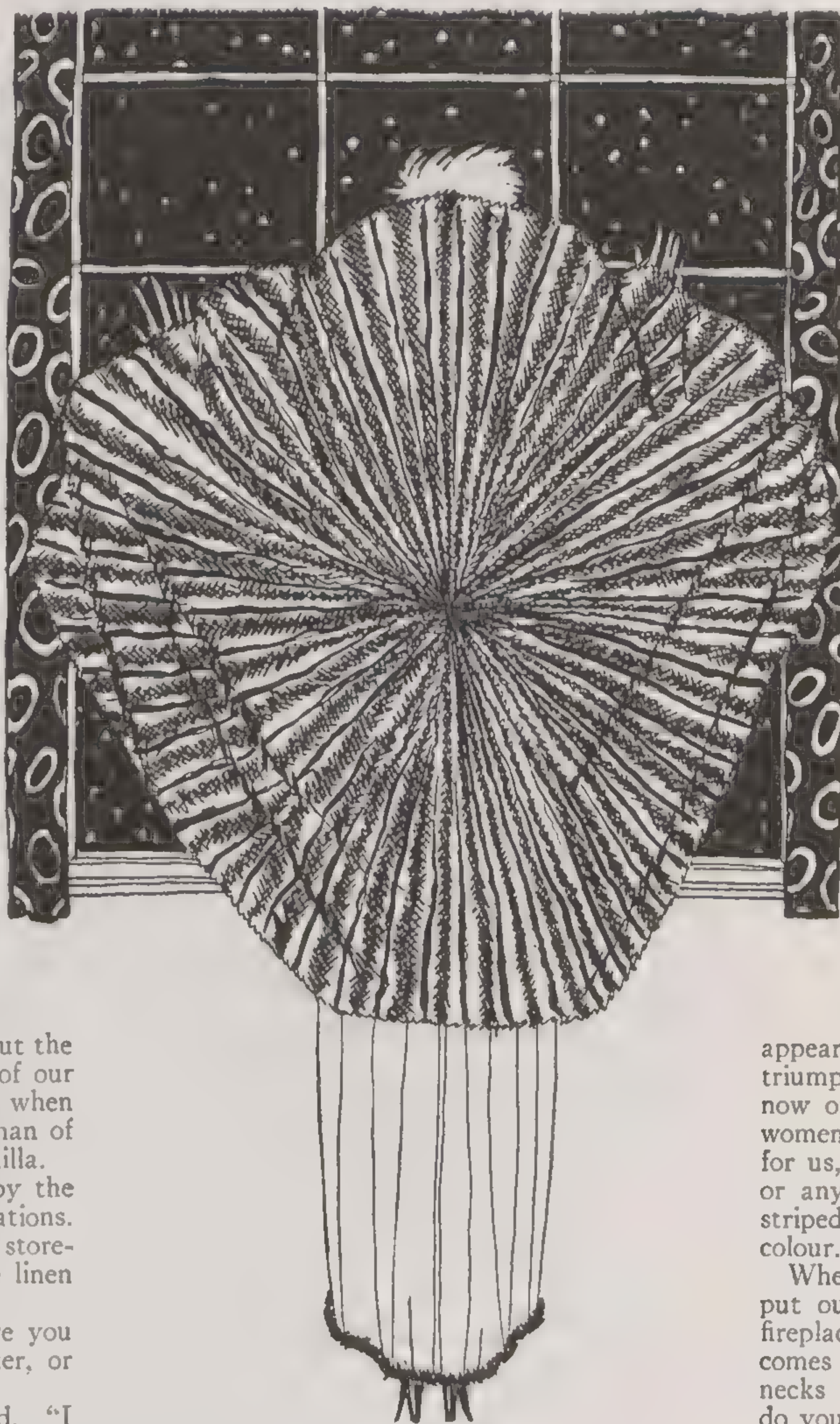
A certain ingenious furrier, who used, by the way, to paint charmingly, is full of inspirations. I found him one blazing August day in his store-room, dressed in his long blouse of white linen and surrounded by hundreds of skins.

"Well, Monsieur D.," I said, "What are you getting ready for winter? Broadtail, otter, or beaver?"

"I am getting heat ready," he answered. "I am making big covers of fur, to take the place of the coal you can't get. Wrapped in these up to your eyes, you will sleep and write letters and receive guests and dine. This is the

"Cold Is Only Fur Deep," Says
The Chilly Parisienne, Wrapping
Herself Up to Her Eyes In
A Delightful Assortment of Skins

Sketches by Georges Lepape



As every one is of draught age in mid-winter, this fur screen, held on by a few ribbons and much French ingenuity, is a happy suggestion

truth, no matter how foolish it may sound to you, and you will all come to realize it, you and your friends, unless you wish to leave your houses absolutely. A house at the present moment, as you all know, means simply an uncomfortable place with poor service, where nothing is ever found that we want to find."

My furrier, who is certainly a man of genius, has discovered a way by which we may, like the lovely lady in Lepape's sketch, turn up our noses at coal and its transportation. Do you see her sitting in the midst of a pile of furs, as varied as they are strange, which we should change for richer skins if fortune granted that we might have ermine and sable? At her feet is spread a rug of black fox, which, for more modest purses, might be replaced by glossy opossum. She is wrapped in ermine edged with skunk, but those of us who can not put many thousands of francs into a cover, have a tender feeling for the nice little white rabbit, which will give us the same delightfully snowy impression, and can be edged with skunk or any other dark fur. One of the prettiest things imaginable is the cushion at the back of this chilly little person; it is made of sable throats, so prettily striped that they give an absolutely new effect.

TO AVOID THE DRAUGHT

And in that sort of parachute placed against the second figure, the ingenuity of the coquette is added to the original idea of the furrier who has arranged bretelles of silk inside an octagonal cover, so that one may sit near a window without dying of the cold. The little person in one of these sketches might be a charmingly decadent little Esquimo buried in sorino, a distinguished title for a sort of South American skunk, whose golden blonde and brown tones lend to this enormous robe an appearance of lightness, which is, of course, a triumph. This exotic visitor is seen as much now on the boulevards as his countrymen and women were before the war. But sorino is not for us, so we will use squirrel instead, or civet, or anything else that is sufficiently spotted or striped. The thing to avoid is a surface of plain colour.

When we sit down to write letters, we shall put our little movable table close against the fireplace in order to get the tiny bit of heat that comes from the wood fire. Soft fox around our necks will keep our shoulders warm, but how do you like the marvelous things suggested here for our feet? The lady in the picture has a cover of "blonde" velvet, the colour of ripe wheat, edged with a wide band of natural beaver of the same pale gold colour as the velvet. This



Madame rolls herself in a big fur rug when she writes to Monsieur in the trenches, and with her "petits pieds si adorés" (as the French novels say) in a foot-muff, she sends much more charming letters than if she were in a fair way to get chilblains

could be replaced if necessary by some cheaper fur dyed to look like beaver.

THE REVIVAL OF THE FOOT-MUFF

When, wrapped above her waist in this golden warmth, the person in the sketch borrows from her ancestors the old-fashioned foot-muff for her toes, what will she have to fear? Certainly nothing can surpass this creation, in the way of comfort or coquetry; it is trimmed with otter medallions arranged like big fur flowers and lined with Mongolian goat. This animal has forsaken his native steppes to frisk at Parisian heels—very literally—for many a little French foot will be tucked this winter into a foot-muff lined with Mongolian goat. This fur, although it has been rather looked-down upon, is very useful for driving or traveling. I could even consider it as a bed covering, since I can't have ermine. I'm not so difficult to please that I couldn't be satisfied with a Mongolian goat, cut like a big deerskin and mounted on a coverlet of gold metal cloth or white satin, like the bear in the last sketch—a beautiful black bear of the Caucasus, which that wildly dishevelled lady has thrown on her bed, defying the nightmare. Perhaps she is dreaming of the days when she used to lie by the fire on her chaise longue in one of those lovely lacy tea-gowns, covered, not so much for warmth as for coquetry, with a velvet rug, perhaps the colour of ripe wheat, edged with beaver—that lovely blonde cendrée among furs.

WHEN COAL WAS PLENTIFUL

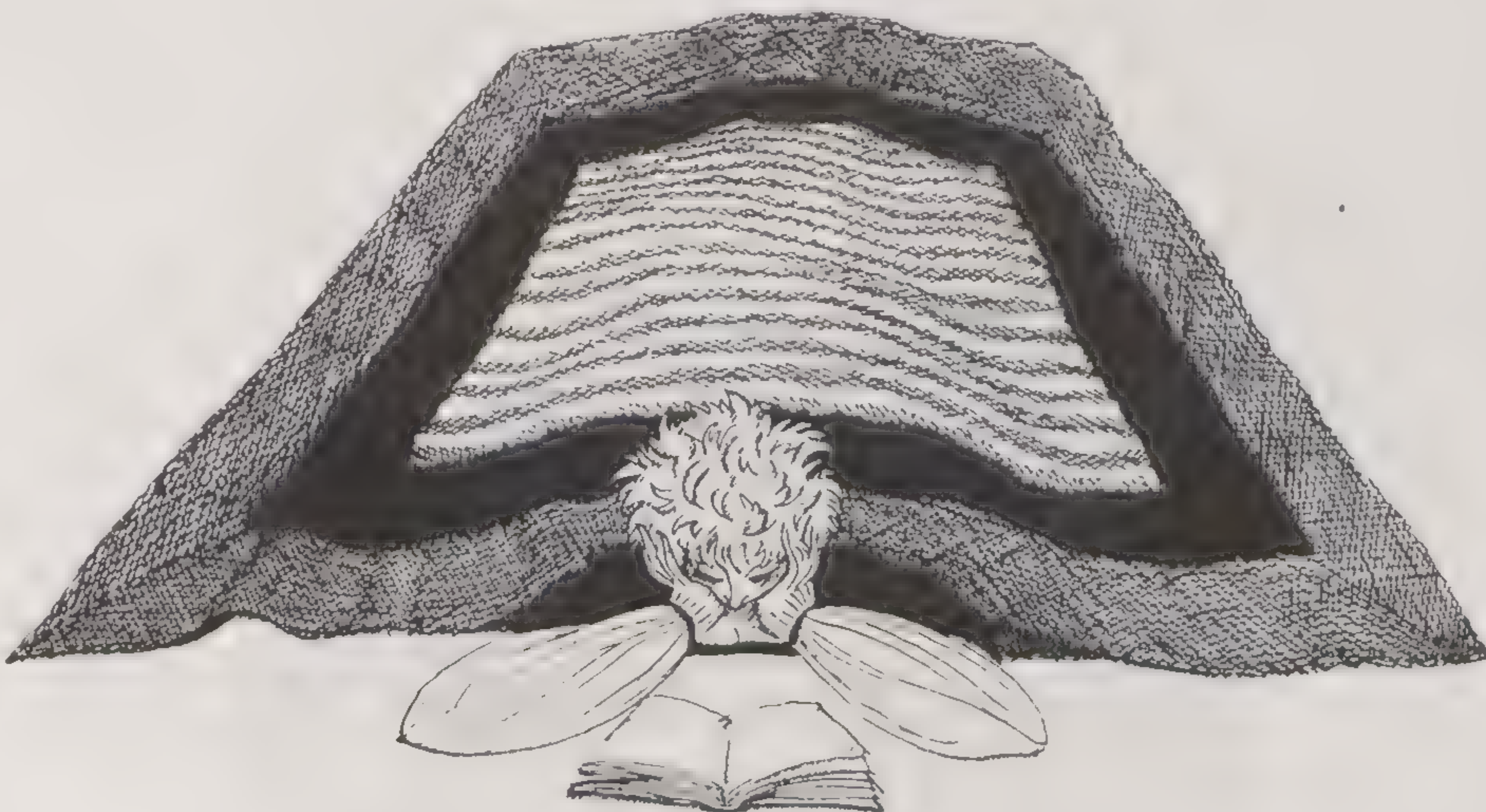
Then there was sugar in the tea, and little frosted cakes on the tea tray, and coals in the grates, and best of all there was peace—everywhere. And one of the many advantages of peace was that there was a very good chance—in fact a probability, that, with the stage so nicely set, there would come a ring at the door, and the nicest man in the world would come in for tea, and he wouldn't be a *permissionnaire*, and so could stay as long as he liked. Which would probably be years and years. One especially lovely coverlet was designed evidently for that beautiful and nonchalant creature who, to be nearer the hearth, has stretched herself out on the floor, opposite the flames, under a com-

bination of Australian opossum and kolinsky. Australian opossum, muskrat, beaver, kolinsky, and genette—a charming new skin, light in colour and covered with small spots as delicate as the petals of flowers—these and many other skins are prepared, cut, and arranged by the artist Chanel-Damour for us.

We have left very far behind, in our enthusiasm over these combinations of inexpensive skins, the ideas of our grandmothers, who were rather snobbish in their attitude toward furs. A writer of the Empire tells us that ermine, "being a symbol of riches, should only be worn by women who have carriages. Astrakan is very common—one sees it on every street corner; fox, marten, sable, everybody wears them—they are the furs of the middle classes."

THE DEMOCRACY OF FUR

Already the war has achieved the complete democracy of fur, at least. Nobody ever thinks of asking about the antecedents of the piece of grey something that trims a suit. As likely as not it has been closely associated, in the past, with a rabbit from the most provincial districts and lived chiefly among cabbages and carrots—but that doesn't prevent its presence in the most exclusive muffs and other circles. In many cases a conscription of rabbits might release an ermine or so for the front, collar, and cuffs of some smart coat, and skunk or even bear—that discreet Japanese variety with rather short hair—might replace the sable. For fur has become, not a luxury, but an actual necessity. With fur, life may be complete this winter; without it,



We wonder (though it sounds like heresy even to breathe it) if, along about January, the location of our fashion centre may change. As yet we have not seen a single Paris model that meets our coming needs as well as the styles worn by the Eskimos

it will be mere existence. With fur, one may hope to be, not only fashionable, but comfortable; without it one must shiver outside the gates of paradise.

We all remember, of course, those dark and gloomy mornings last winter when, as we rose, the houses opposite had a curious unfamiliar look, seen through our own breath. Those cold unfriendly days when our wardrobe seemed suddenly to be totally inadequate to the occasion. Those unpatriotic afternoons when the most ardent knitters, pushing their feet a little nearer to the electric heater, wondered if it were necessary to send all the woollen socks to the front. Those altogether hopeless evenings when one had to go to bed to keep warm, and even then it took a quaint collection of bed coverings and other things to accomplish the desired end. They were cold unpleasant facts, those bygone days (when, for the good of one's country, one's nose got first red, and then white, and then blue), and we would like to forget all about them, were it not that more of them are coming. They are approaching even now with all the deadly certainty of old age or the Kaiser's defeat.

They are to be more heatless than ever. And it's all due, they tell us, to a lack of coal—an article with a reputation that is fast becoming as black as its appearance and which, like many other things of questionable repute, is growing

more and more desirable. In those affluent days before the war, when coal had never caused any trouble to anybody, we looked upon it with some scorn. But now things are very, very different. A lump of coal is as much to be desired as a dead German.

This is a war article, so, of course, the next question is, "What are you going to do about it?" And the answer is, "If you can't have coal, use fur." The lady at the beginning of this article who is so triumphantly enthroned in furs and confronted by a few apathetic lumps of coal, expresses the Parisian attitude toward the present coal-famine; and surely it is worthy of the race of Marie Antoinette to take the attitude that, if one can't have coals, one may at least have sables. Every one is wrapped in furs, and the age we are living in is like the seventeenth and eighteenth centuries when women wore Spanish capes or cape coats and had their throats half choked in heavy furs, their hands lost in enormous muffs, and big fur caps on their heads like the grenadiers of Napoleon.

FUR VERSUS COAL

"One would have thought," says an historian of that time, "that the cold was their master, that they feared him and did not dare to defy him by wearing clothes of audacious thinness."

Will he be our master this coming winter? Perhaps; but at least, let us put up a fight against him with our fur rugs in the novel form of cloaks, of furniture, and even, if necessary, in place of a furnace itself.

At all events, we will not allow the cold to put an end to our pleasant meetings at the tea-table, or our informal little dinners, when the table is set, it must be admitted, in any room in the house that happens to be warm. Perhaps one of these gatherings will give rather the impression of a band of Arctic explorers, but what does it matter? The thing to make sure of is that when cold draughts come in at the windows, hospitality does not fly out by the door. After all, with a little laughter and gaiety, a few flashes of wit, and the bright flame of friendship to cheer us, we have no occasion to feel sorry for ourselves. And now

that the news of daily victories quickens our pulses, we shan't mind the cold, or anything else, and over the top of our fur wraps and rugs and covers we shall at least be able to show very cheerful faces, and our spirits will insist on rising, no matter how low the thermometer finds it necessary to fall.



Haven't there been nights when the down quilt on your bed was utterly incapable of its appointed task and you thought with longing of the fur rug on the library floor?



It's wonderful what the war has done for some things. Here's our old friend black silk braid getting itself made into yards and yards of "ostrich fringe," the very newest sort of trimming on a black taffeta evening gown. All the braid had to do was to let its ends be caught up into loops, while the taffeta made a tight underskirt, two deep full flounces, and a snug little bodice, high necked in back and basque-pointed before and behind. An under-bodice of flesh coloured satin attracts one's attention with French blue ribbons and a veiling of white lace, and a tiny bunch of roses in several shades of pink makes up for the sombreness of a black moire ribbon girdle



If one doesn't wish to wear black this winter, it should be taupe, by all means. Here is a stately evening gown in soft taupe satin with an underskirt that clings satisfyingly to silk ankles, and a bodice that is really a straight piece of the satin, cleverly draped. At the front there is an overtunic of net weighted with a gorgeous band of steel bead trimming; the tiny sleeves of net have steel bead bands, and a girdle of the beads adds a more than mediæval splendour to the bottom of the long waist. From the shoulders hangs a wide straight panel of the satin, making the gown high-necked in back, as so many other charming gowns are this winter

TRIMMED WITH OSTRICH FRINGE,

TRIMMED WITH BEADS, OR NOT

TRIMMED AT ALL, THESE FROCKS

FROM FOX ARE ALL DISTINCTIVE

To be simple, to be slim, to be draped a bit, and slashed a bit, to save wool as becomingly as possible, and to be taupe satin wherever it isn't navy blue gabardine—such is the modest aim of this street dress with its gabardine tunic bound in black silk braid, its gabardine sleeves and turnover collar edged with baby lamb dyed taupe to match the satin underslip. The odd belt is of the gabardine with two buttons under cover of which the satin slip does an unusual and effective bit of draping. The hat that goes so willingly with this costume is of taupe velvet turned up at the back and at one side. Where it sweeps down at the other side it accumulates a smooth taupe feather

Creative Imagination

Flames High in Paris,

Say These Frocks and

Bags of Oriental Types

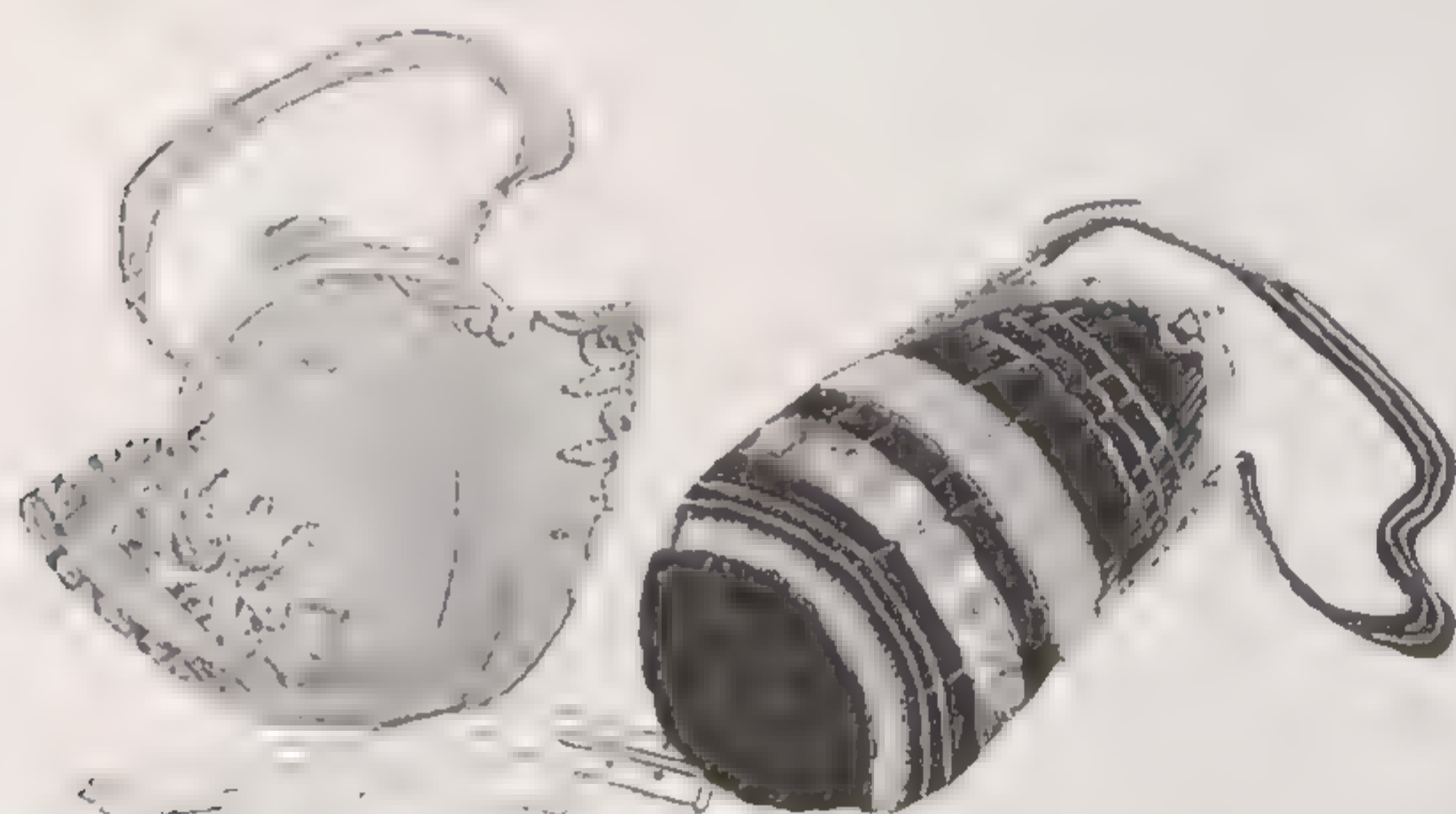
IMPORTED BY THURN



Jet beads, crystal beads, and a ruby bead here and there—the bag is round, the frame is of jet beads, and the handle is of crystal worked in black

We may wander into gay light chiffon ways or soft deep velvet ones, but we are sure to come back to straight black satin—even though (as in this case) we veil it with black net with embroidery in red beads and thread, with gold tinsel tracery. There is a loose hood effect which runs into a short square train; from Callot

The venerable Lao-tse would revise his opinion of women if he could see this Chinese-inspired Callot chemise with its king's blue and black satin lines all embroidered in gold threads, black silk, and seed pearls. The long-waisted bodice is outlined with a wide band of the black, lavishly embroidered, with swinging panels back and front to hang over a narrow black-hemmed skirt of king's blue in lieu of the mandarin trousers Lao-tse would have expected



A daytime bag of beige suède, at the left, makes itself altogether original by side loops giving the silhouette of Dutchman's breeches. In the evening one substitutes a bag of navy blue faille trimmed with bands of brick coloured panne velvet



Baron de Meyer

*The Parisienne Counts
Her Beads and Discovers
That Their Honourable
Name Is Indeed Legion*

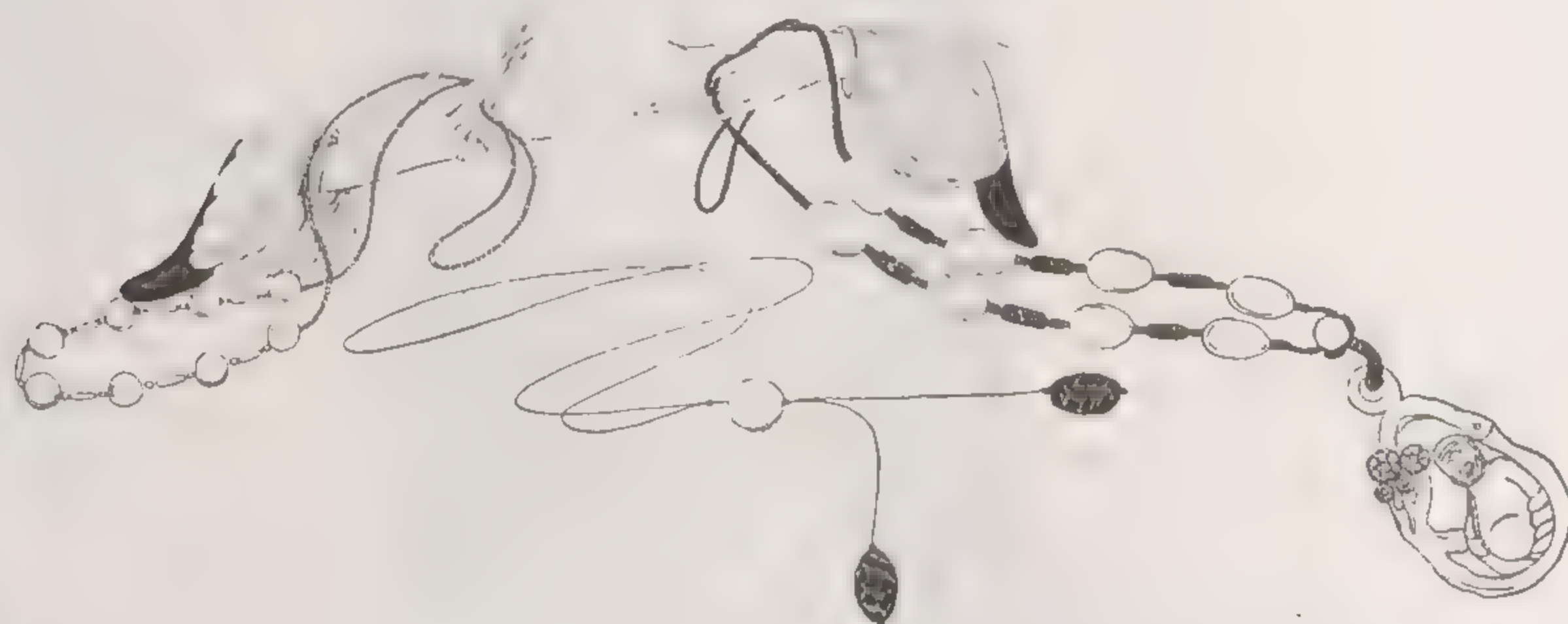


A bag which combines bead-work and embroidered faille has, by way of a new and attractive touch, beaded tassels attached to the rings at either side

"The looser the dress, the better the fit," says Paris, and Chéruit went on that principle when she made this dress, which slips on conveniently over the head, and is belted very loosely at the waist. Small tassels of tan wool which have a strong tendency to turn into fringe, mark the seams of this well-tailored frock



If ever a frock seemed predestined to drive dull care away, it is this Chéruit afternoon gown of peach-stone brown chiffon trimmed with embroidered bands of wool to match. A narrow belt of grosgrain ribbon ties in a bow at the front. With this youthful frock is worn an unusual hat of black hatter's plush with a crown that rises in three puffs. The only trimming is a curled ostrich tip in shades of tan and brown at the side front



(Left) Paris is now wearing its beads on black cords. Delft blue enamelled beads are widely spaced. Centre: two ornaments of black enamelled wood end a cord clasped by a moonstone. Right: flat bits of ivory and jet beads form a chain holding an ivory ornament

Mollie O'Hara Designs Gowns

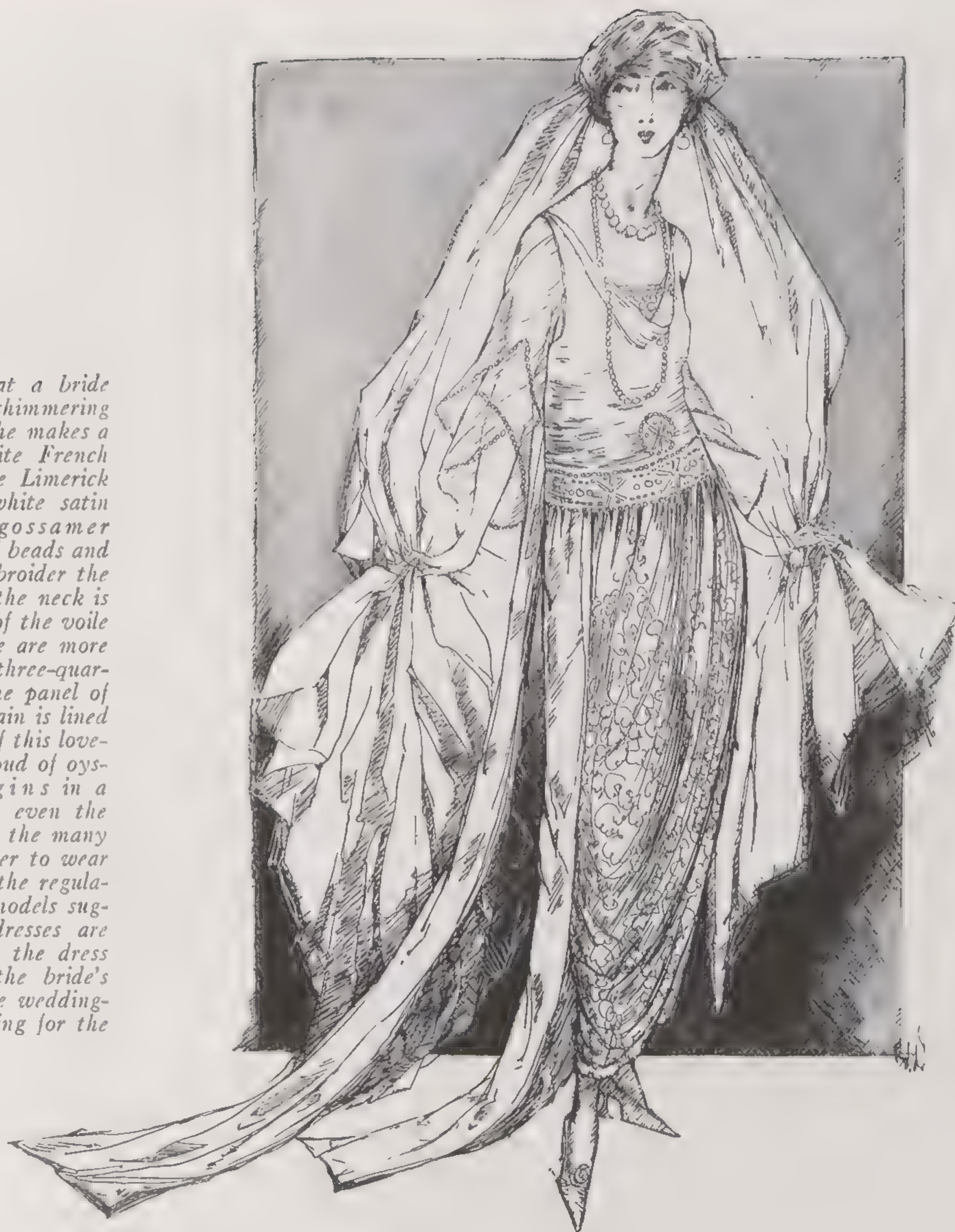
For the Three Most Important

Personages at Every Wed-

ding—the Bride, the Bride's

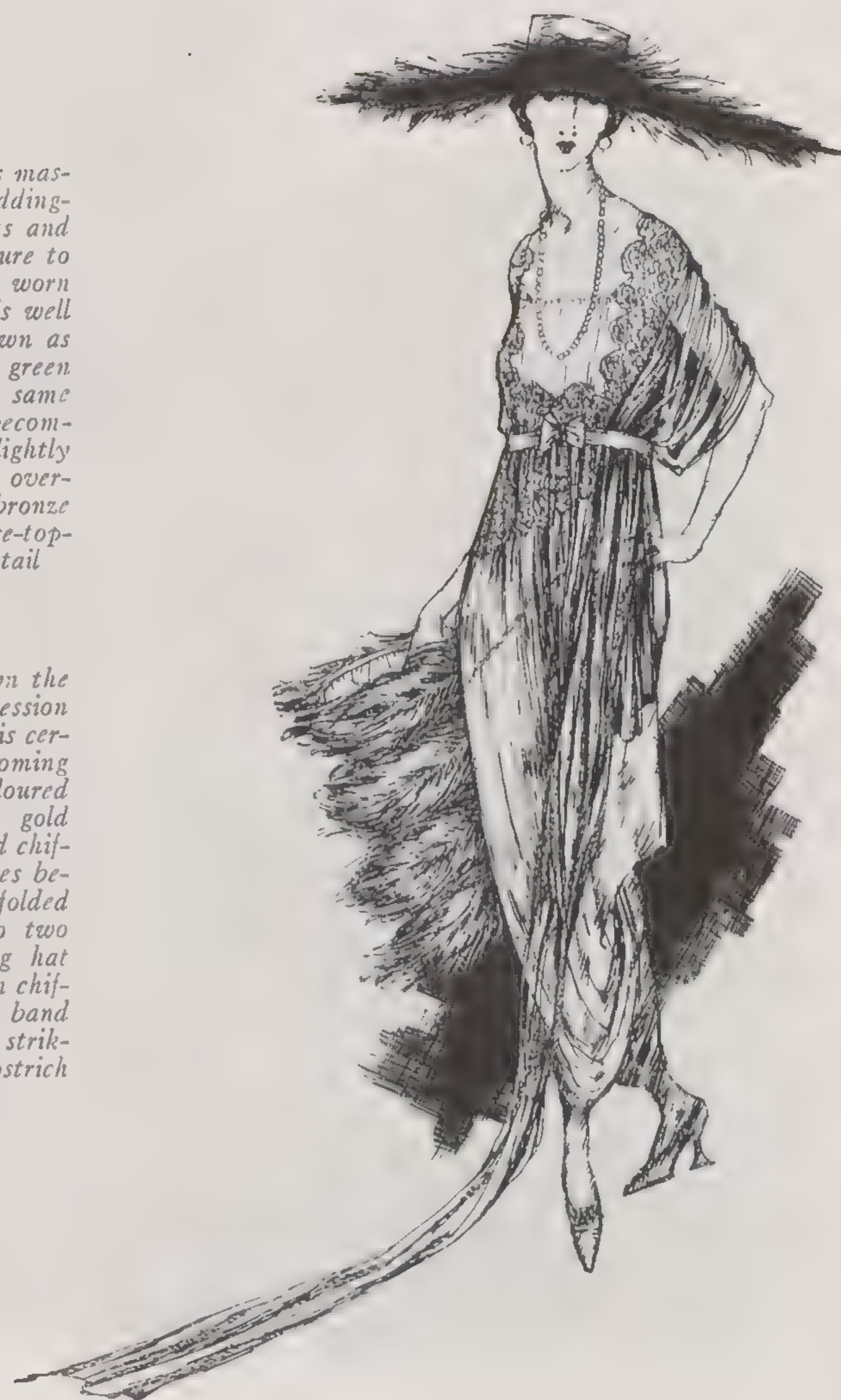
Mother, and the Bridesmaid

This designer knows that a bride should be just a bit of shimmering white loveliness, and so she makes a gown of the softest white French voile with a skirt of fine Limerick lace and the glints of white satin showing between its gossamer threads. Sparkling crystal beads and shining silver threads embroider the long-waisted bodice, and the neck is finished with a soft loop of the voile filled in with lace. There are more crystal beads edging the three-quarter length sleeves, and the panel of voile that turns into a train is lined with the satin. And all of this loveliness happens under a cloud of oyster white tulle that begins in a draped turban and veils even the bride's shining eyes. For the many war-time brides who prefer to wear a gown less formal than the regulation wedding-gown, the models suggested as bridesmaids' dresses are quite appropriate. Even the dress designed especially for the bride's mother is suitable for the wedding-gown of the bride marrying for the second time



(Left) When the audience has mastered all the details of the wedding-gown and the bridesmaids' hats and the bridegroom's pallor, it is sure to turn its attention to the gown worn by the bride's mother, so it is well to be prepared with a gown as charming as this one of sage green chiffon and charmeuse in the same shade. It is made in the ever-becoming surplice style and has a slightly draped skirt dignified by an overskirt of black lace run with bronze and black silk threads. The lace-topped sleeves are a charming detail

It's much easier to sweep down the aisle with that uplifted expression peculiar to bridesmaids, if one is certain that one's gown is as becoming as this soft affair of wood coloured chiffon and lace over pale gold charmeuse. Sheer shell coloured chiffon fills in the front, the sleeves begin as soft folds of chiffon folded over the arms, and turn into two trailing trains. The sweeping hat is of gold tissue veiled in brown chiffon and trimmed with a thick band of black burnt goose, and the striking muff is of clipped brown ostrich feathers over gold tissue



For the Opening of the Winter Season Thurn Contributes a

Wedding-Gown and Bendel a Costume in Blue and Lilac, Both

of Which are Unusual, Picturesque, and Very Lovely



Of course, a hat with a feather curling over one shoulder always reminds us of Du Maurier's drawings and the Duchess of Towers—and so on, into a charming Victorian reverie. But when that hat is of old-blue tulle, trimmed with a shaded lilac ostrich plume, and when the lovely lady who wears it wears also a gown of palest lilac—the coatee of charmeuse and the double skirt of silk net over a foundation of cream lace—and when she carries a muff of old-blue marabou, mere pen and ink drawings become inadequate for such an “arrangement in blue and mauve.” What the painters like to call a “nice spot” is made by the corsage bouquet of pastel coloured silk flowers with leaves and tie ends in old-blue and royal purple moire ribbon. These same colours are used in the trimming of the sleeves just above the elbow



This very unusual wedding-gown of white satin is made on the same mediæval lines as the gown that Beatrice wore when Dante saw her walking by the Arno. Narrow bands, elaborately embroidered in silver threads, crystal beads, and seed pearls, are used as a border on the neck and sleeves. Long silver cords, finished with tassels of this same silver, crystal, and pearl combination, swing loosely from the shoulders and follow the line of the long panel train, which is lined with silver gauze and tacked to either shoulder. The veil of white tulle is shirred across the back of a little cap of narrow, tightly woven, silver ribbon and fastened at the sides with rosettes of orange blossoms. To the basque of the bodice which runs to two points over either hip with a decided curved line back and front, a slim straight skirt is tightly shirred, and the whole effect of the gown is picturesque in the extreme.

NEW YORK IS IN TOWN FOR NOVEMBER

The City Is Gay with Flags and Visiting Military; the Frocks Are New and Chic, Long and Draped, and of a Type Which Is Characteristically American



Mrs. Benjamin S. Guinness wears a hat which owes its effectiveness to the posing of the two big grey wings against their black satin background



Mrs. William Payne Thompson's black velvet hat shows an unexpected arrangement of thin needle-like black feathers tilted blithely at the back

NEW YORK, unlike its feminine population which in these war times does not hesitate to don a frock which is six months old or a hat of the vintage of the previous season, is as fastidious as a bride in what she wears. She is forever changing her clothes and goes about perpetually, as it were, with a ribbon in her hair, a decoration pinned to her breast, and a pennant in her hand. She is always welcoming some one or bidding some one *au revoir*, and as these are occasions which demand a smile, New York is always smiling. Under a sparkling autumn sun all hung with jade and yellow, New York smiles as she greets a visiting ambassador, scarcely pausing the while in her work of winding bandages, pouring coffee, building ships, and train-



Picturesque canteens filled with eager-eyed recruits who would have been debutantes but for the war, spring up in New York overnight

ing men. Under a starlit sky the city smiles and beguiles a few thousand dollars more from her late faring citizens for thrift stamps, Red Cross, or Y. M. C. A. before she goes to rest, preparatory to another day of activity.

Having checked bag and baggage at the Pennsylvania or the Grand Central station, autumn has bustled into town. It is one of the loveliest times of the entire year in the city. Fresh and sparkling, cool and crisp, the days hurry by. Everything and everybody is so eminently alive. The old-time haste is upon the city, but its purpose is far different from that of the years that have passed. No longer is New York seeking pleasure only; now it is united in one great purpose that knows no counter-in-



A gown seen on Fifth Avenue had two jet-embroidered panels to break its slim black satin length and was topped by a cape of black lynx



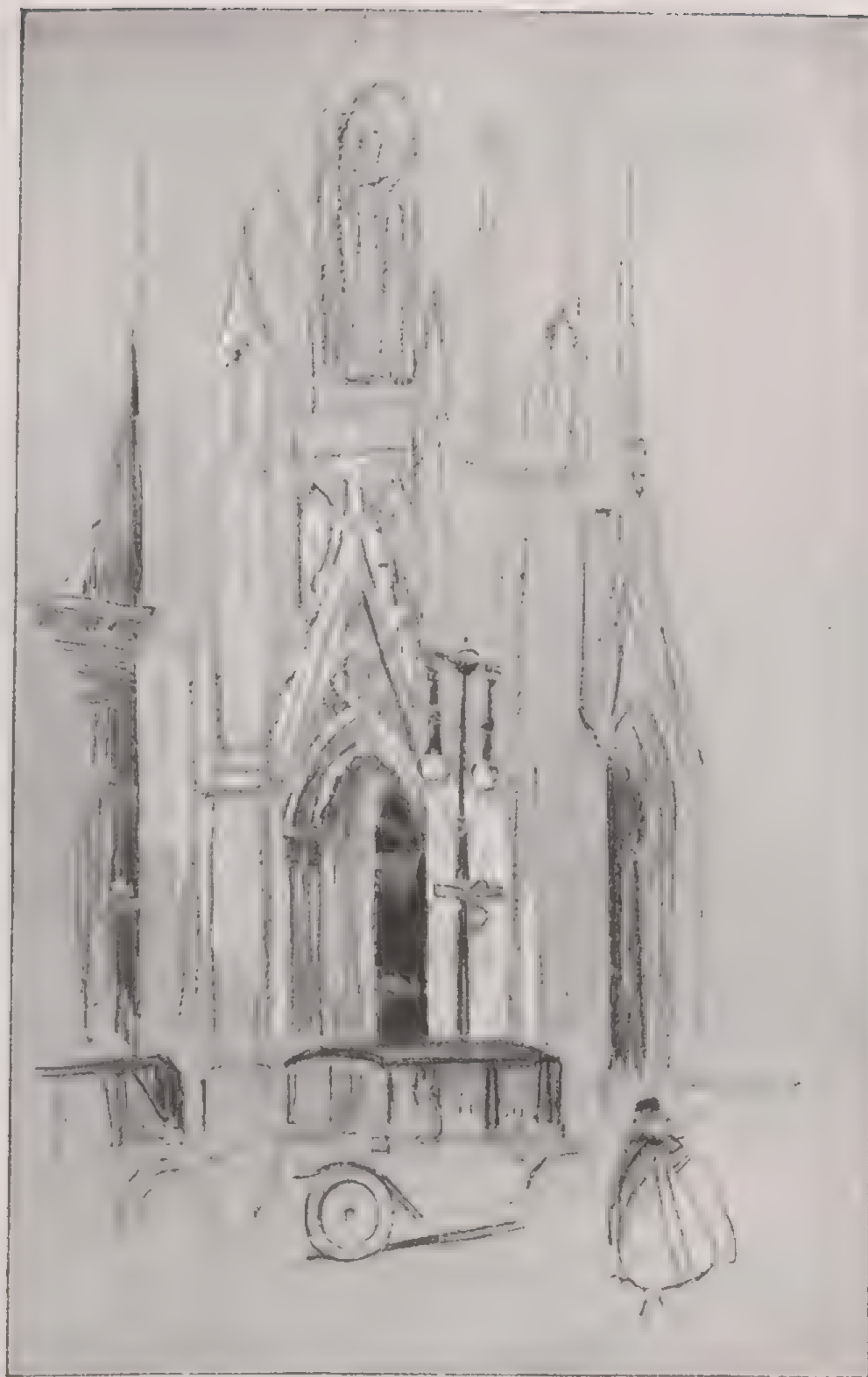
A hat of henna brown satin seen at the Ritz had a wisp of darker brown feathers and a dark brown tracery veil that gave the most delicate tints to its wearer's skin



The wearer of this black satin Russian blouse supplemented it with a small black turban with a sweep of black aigrette posed at one side



Mrs. William K. Vanderbilt, junior, is wearing an interesting black cloth gown laced with taupe chenille and bound at the edge of the tunic with taupe fox fur in accord with her scarf



Whether its doors are seen august and bare, or filled with worshippers, Saint Patrick's is one of the impressive sights of Fifth Avenue



Mrs. Alexander Dallas Bache Pratt is strikingly smart in emerald green satin, banded at the bottom with silver and trimmed with bands of black satin to match her velours cape

fluence. One sees many of the customary picturesque features of the autumn. There are the usual groups of laughing girls with cheeks tinted a warm brown by summer sun and sea—the débutantes of other years, but this season the earnest novices in canteens and Red Cross work-rooms. There are the usual long-legged youngsters topping their astounded parents by an inch or two, engaged in the annual autumn occupation of acquiring new wardrobes for boarding school and academy, and improving the propitious occasion by chattering luncheons at Sherry's or at Henri's of the delectable pastry. There are the usual number, or nearly the usual number, of good-looking new gowns and hats, for while the New Yorker does not hesitate to wear a gown or hat of last season, provided it still bears the stamp of smartness, she shows no indication of slumping in her appearance. The best looking clothes of the present season have a suggestion of dignity and elegance which is in keeping with the spirit of the times. One notes this particularly on a Sunday morning on Fifth Avenue, when attractively gowned women, usually accompanied by a small son or daughter or an impressively uniformed guest, make their appearance from the houses fronting the Avenue and lining the by-ways. It is then that one sees the American woman at her best. It is undoubtedly true that the woman of this country appears at greatest advantage in her street clothes; swathed in the rich deep-toned wool stuffs of the present season supplemented by rich furs, she presents a figure at once impressive and characteristic.

A DISTINCTIVE VELOURS COSTUME

Of blue velours lined with purple satin was a distinctive gown worn by a tall slender woman who had been attending Saint Thomas's. The silhouette of her gown was very straight, tapering a bit at the feet, and her small hat of purple velours was trimmed with mauve silk appliqué flowers. It is the simplicity of line and wonderful workmanship of this type of costume which make its chic, and nowhere in the world save in America could it have been produced. It is undoubtedly true that the war has empha-



Of blue velours lined with purple satin was the gown worn by a tall slender woman whose small hat of purple velours showed mauve flowers here and there

sized something distinctly worth while in American fashions. In this country there are a number of very smartly gowned women whose clothes show but lightly the touch of Paris. Several creators of women's clothes whose work is as distinctive as that of the Paris couturiers have recently developed here. One recognizes their things at a glance, and these costumes have the advantage of being created with the needs of the American woman particularly in mind.

OF JET-EMBROIDERED SATIN

Quite apart from the prevailing French silhouette with its extremely abbreviated skirt is the silhouette presented by the wearer of the very smart black satin gown sketched on page 42. This gown has two jet-embroidered panels at the back, and its wearer topped it with a deep shaggy cape of silky black lynx which fitted rather closely about the shoulders, much after the fashion of an old-time coachman's cape. Her small hat of blue satin was bound about with old blue tulle. From Saint Patrick's Cathedral emerged the wearer of the black satin Russian blouse, also sketched on page 42. She was slender, white-haired, and possessed a figure of boyish straightness to which her costume was particularly becoming. The back of the coat bloused out a bit over the belt, and the close slim sleeves were so long that they took an outward curve at the wrist. A small black turban with a sweep of black aigrettes at one side was set straight upon her head, and a little fur cape hugged her shoulders. A heavy cross-barred veil added the final touch of chic.

THE NEW VEILS

Volumes could be written about the veil of the well-dressed American woman of to-day. Without the invariable close veil she never ventures abroad in the daylight hours. One sees scarcely three smart flowing veils—if, of course, one excepts the motor veil—during the entire season. All the possibilities of a veil are only realized by one who has experimented with various kinds and colours. It was to the veil that
(Continued on page 116)

PARIS TURNS ITS STREET

COSTUMES TO FORMAL

USES BY MEANS OF THE

WARM AND BECOMING

WAISTCOAT BLOUSE

To grow up to be a waistcoat blouse seems to be the dream of every bit of chiffon in Paris. This cream coloured wisp of sheer chic and coquetry has its waistcoat sections embroidered in silver and gold metal threads. The blouse itself stops at the waist and is held in place by a narrow belt of the chiffon, but the waistcoat sections fall over the skirt half way to the knee and go on up till they're stopped by a band of skunk fur; from the Grande Maison de Blanc of New York



WAISTCOATS and waistcoat blouses are among the newest fashions from Paris and are one more of the many charming old-fashioned modes which have been adapted to present day styles. This particular fashion was taken from the clothes worn, not by the women, but by the men of long ago, for waistcoats of varied and brilliant fabrics were the garments most delighted in by the fastidious beaux of other days. No less varied and fanciful are the waistcoats of to-day. They are made in the most delicate of chiffons, as well as in such wool materials as these war times offer. Some of them consist of a front section of metal brocade which shows only when the coat is open, and others are made like a blouse with sleeves of chiffon or crêpe de Chine and with back and front of brocade or satin. Waistcoats of this kind are worn with a suit, and when the coat is open they look much more substantial and effective than the ordinary blouse. Without the coat they make a one-piece costume of the suit, and one is not aware of any lack of harmony such as usually results from the use of any ordinary blouse and the suit skirt.



Dull yellow Georgette crêpe selects a lovely round line for its neck and repeats it at the bottom of the long draped waist. Bands of the crêpe bind all the edges; the blouse slips on over the head and fastens with one most responsible button. Sashes of crêpe tie at the back, and, if this Paquin blouse is worn with a suit of satin, velvet, or fine duvetyn, the result is all that one could possibly imagine; imported by William Hardy



If a middy blouse died and went to Paris it might turn into this delightful Premet waistcoat blouse in grey satin with a black satin collar and tie. It slips on over the head and has a straight apron of the satin which runs around to the back. The kimono sleeves and the back are of grey chiffon with cuffs of grey satin. Its twin, which is just like it, except at the neck-line, is shown on the opposite page; imported by William Hardy

One of the most talked of models in Paris is this Premet waistcoat blouse done in dull silver and grey brocade with bands of monkey fur around the edges of its short sleeves and its double peplum—such a very new thing, madame, that double peplum. In the original the collar is faced with black satin; the blouse has been copied in coloured metal brocades as well as in lovely models of chiffon and satin; imported by William Hardy

CHIFFON OR VELVET,

SATIN OR BROCADE, MAY

MAKE THAT BIT OF

SMARTNESS WHICH IS

CALLED A WAISTCOAT



(Above) Once upon a time man had the undisputed right to wear waistcoats. Now woman plans her whole becoming costume around a bit of satin in the very shape that was once buttoned under the coat of Beau Brummel himself. In the illustration above, the waistcoat consists of a back and two fronts of white satin with metal and silk threads embroidering the fronts on either side of a trim row of buttons. A narrow satin belt holds the back in its appointed place and adds a pleasant line across the front; from the Grande Maison de Blanc of New York

(Left) There are waistcoat blouses and waistcoat blouses, but few have the appeal of this one designed in a heavy white silk. One's heart would have to be proof against the skill of Chéruit to resist the tinsel thread embroidery in gold and silver. Having thus slipped into your heart, it ends, quite naturally enough, by slipping its dainty way over your head, and then it buttons conveniently half-way down the back. Worn with an afternoon costume of satin or velvet, this waistcoat is destined to become an immediate success; imported by Jaqueline



(Left) To prove that Premet has a genius for necklines is the happy fate of this "on-over-the-head" blouse. The especial triumphs here are the cordings in satin, the French buttonholes, and the black jet buttons. Another feature of this satin model is the unusual arrangement of the sides which, contrary to all expectations, insist upon running to the back and buckling together in the middle. When a garment achieves so much distinction with apparently so little effort, everybody knows that it is simply choosing its own way of telling you how agreeable it is to be French; imported by William Hardy

(Right) This slim lady had the rare good fortune to button a lovely and Bohemian rainbow about her when she fastened herself into this Chéruit waistcoat. Coarse net first furnishes the foundation, then it is cross-stitched in yellow wool over the entire surface, and finally it allows itself to be embroidered in raspberry red, old-blue, and yellow. Just to prove once more that trifles make perfection, the unique buttons are knitted in old-blue wool to match the collar and cuffs. Under a suit this waistcoat furnishes a particularly bright and pleasing autumn effect besides being warm; imported by Jaqueline

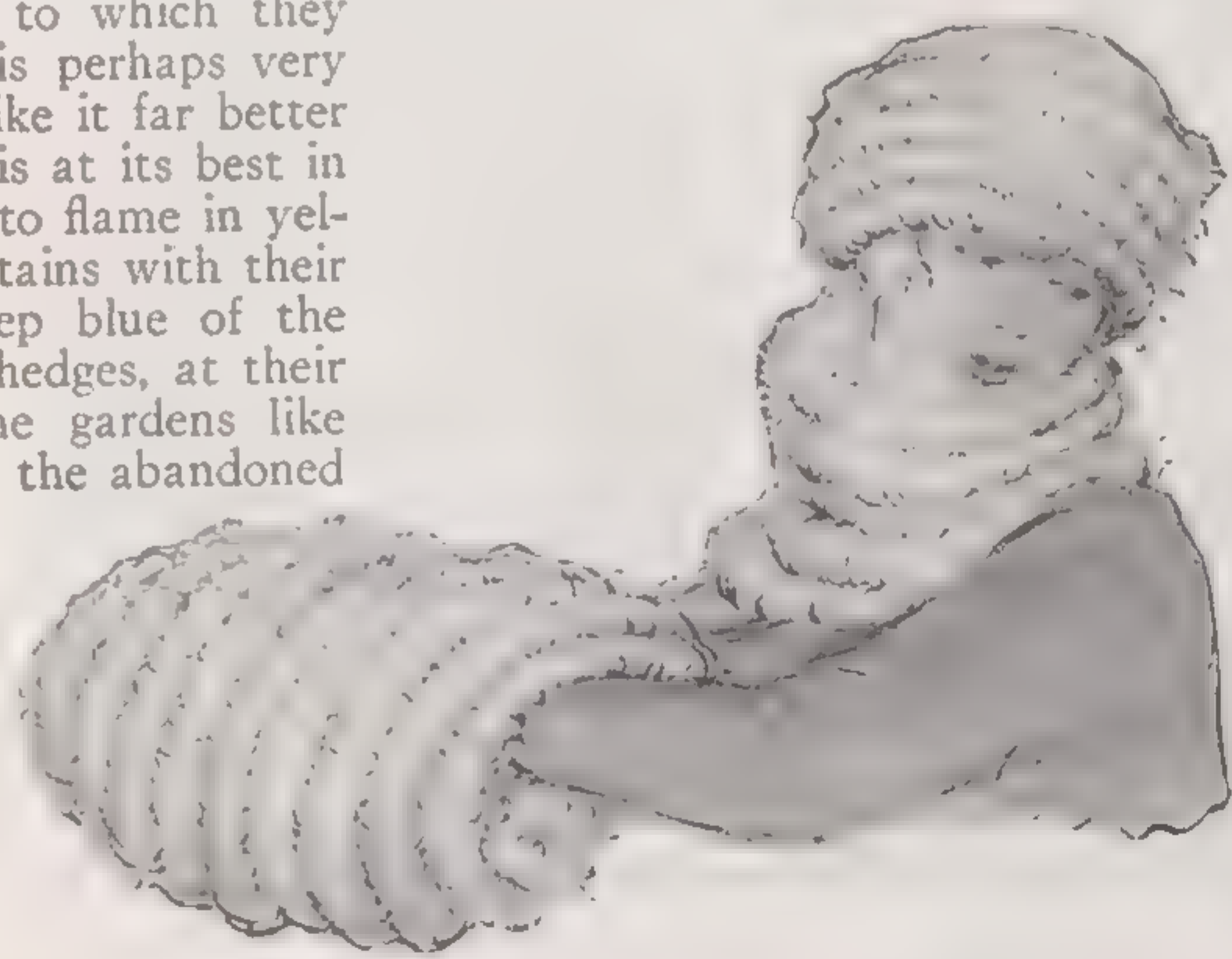


PARIS STATES *her* OPTIMISM *in* TERMS *of* CLOTHES

ONE result of the bombardment of Paris is to send us, for a mild distraction, to the historic places of the suburbs, which are dearer than ever to us now that they are left to the visits of those who really love them, instead of being overrun with tourists who are driven to them by a sense of duty and a triple star in Baedeker. Versailles is one of the places to which they used to flock in droves, and it is perhaps very selfish of me to declare that I like it far better without them. The royal park is at its best in autumn, when the woods begin to flame in yellow and crimson, when the fountains with their sleeping nymphs reflect the deep blue of the October sky, and the high box hedges, at their darkest and shiniest, enclose the gardens like a sombre girdle. Strolling along the abandoned paths, thick with fallen golden leaves, we forget the war and rest our tired nerves with the sight of beauty.

At first all seems to be unchanged in this magic place, but when we have passed the chapel and come out upon the terrace which overlooks the orangerie

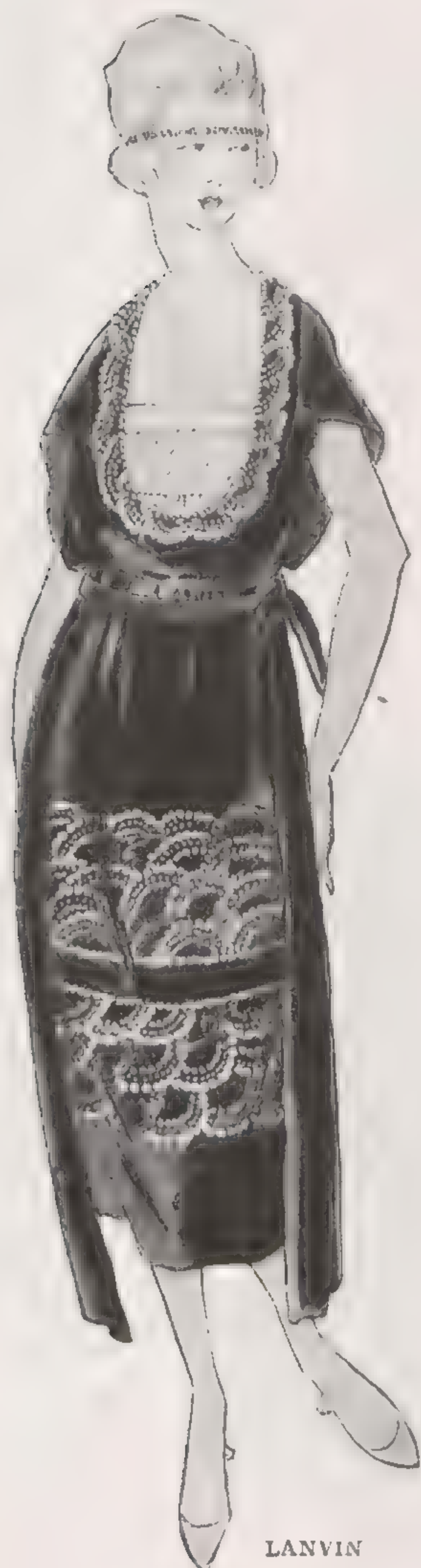
"Enemy Coquettes" Have Had the Dissatisfaction of Looking Upon the Latest Paris Gowns, Knowing They Could Not Possess Them; but We May Gaze and Order



White angora, that talented material that has appeared on so many new gowns, plays the part of fur more successfully than ever in this hat, collar, and muff made with an overcast stitch applied in rows

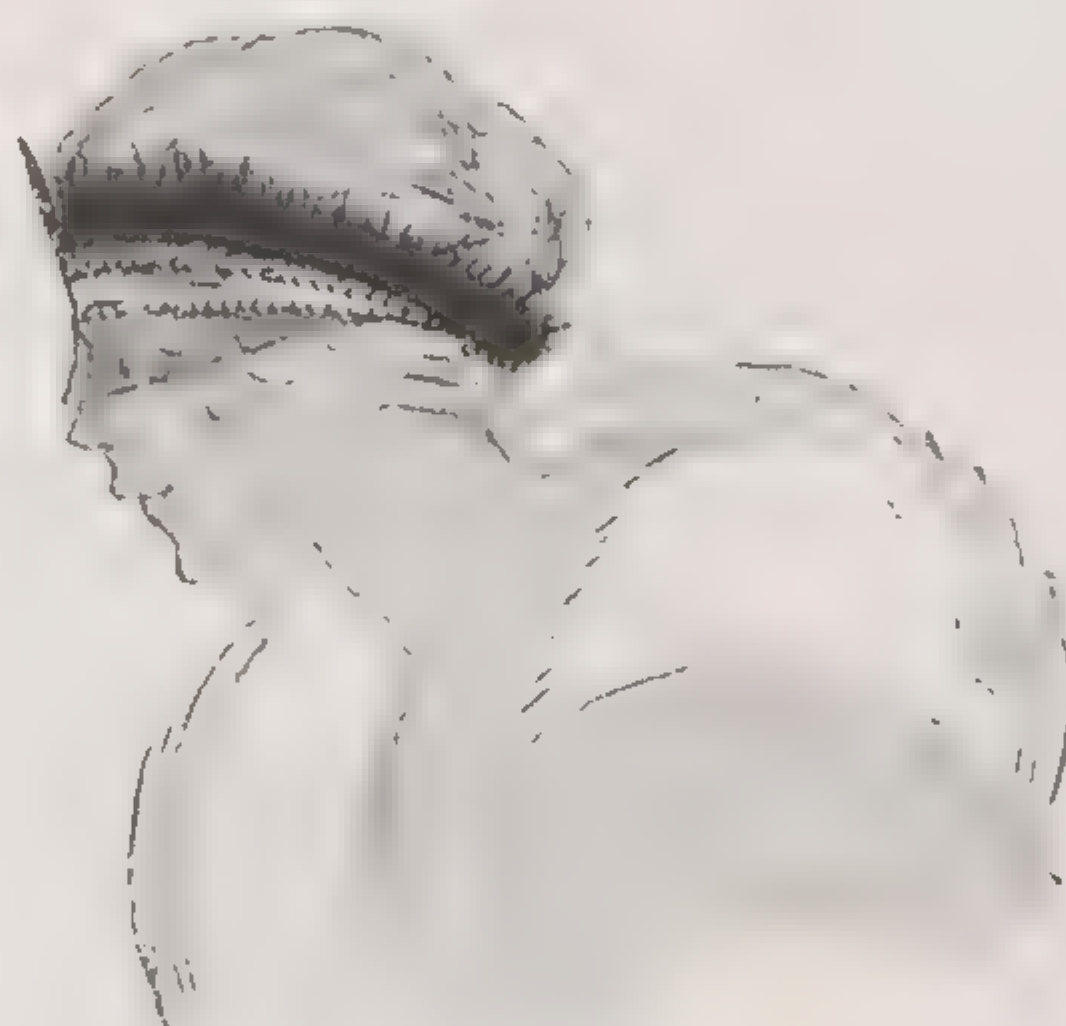
heritage of the centuries, and we find ourselves looking carefully to see if this or that cherished statue has received sufficient protection, quite as if we were personally responsible. For lack of the familiar works of art, we concern ourselves more with nature, and Versailles has so much to offer us in the woods, the gardens, the ornamental waters set like sapphires in the green lawns, that the temporary loss of her world-famous statues can be forgiven.

Unfortunately we mortals are so constituted that even such a display of beauty does not wholly satisfy us. The gourmets can not restrain their thoughts from the marvellous menus which, in former times, they associated with the name of Versailles. There were people, even in the lavish times of peace when every one who had the price could buy what he most fancied, who thought more of certain Versailles restaurants of high reputation in culinary matters than they did of the Salle des Glaces or of all the bronzes and marbles of the park put together. They did not visit the park for the sake of the "Grands Eaux," but for certain dishes of fragrant memory, dishes that are far too extravagant of eggs, cream, butter, and such forbidden luxuries to be found on the bills of fare of these days. Before the war, the Versailles restaurants of which I speak were not only famous



LANVIN

Here, again, is black satin—that material so dear to the Parisienne's heart. This time, in the guise of an evening gown with the new long side panels, it forms the background for strass embroidery



LANVIN

Lanvin's special manikin who shows how delightful a "jeune fille" may be, wears this hair ornament of brown tulle, brown beads, and brown fur

we look in vain for the familiar statues which adorn it. In their places are strange structures in all sorts of shapes, square, oblong, or pointed like pyramids, structures which make us realize that war has set its mark even here. These weird erections are made of scaffolding, plaster, and piles of sand-bags, and are designed to protect our divinities from air raids. All over Paris we find these queer structures which recall to our imagination the huts of savages and seem to us like the sarcophagi in which repose all that is mortal of the monuments of Paris.

TO PROTECT THE MONUMENTS OF PARIS

In the city itself we have long been accustomed to this transformation. All the famous points of interest to which every tourist is conducted are marked at present by these veiled masterpieces. The "Horses of Marly" by Coustou, in the Champs Elysées, the "Fountain of the Innocents" by Jean Goujon, the "Marseillaise" of Rude, on the Arc de Triomphe, wear strange garb and would not be recognized by their most ardent admirers. They are the familiar landmarks for which every one looks on returning to Paris, and the city is not herself without them. Versailles, like Paris, has resolved to do her utmost to keep intact this



LANVIN

The pink of perfection becomes a fact in this gown of pink Georgette crêpe with pink embroidered roses



CHANEL

In this frock of black satin, embroidered in white angora and black beads, Paris has brought two of this winter's favourites into a happy combination



CHANEL

"Zibelinette," one of those new furs of indefinite extraction, is used on this gown of black tulle embroidered in small wood coloured beads



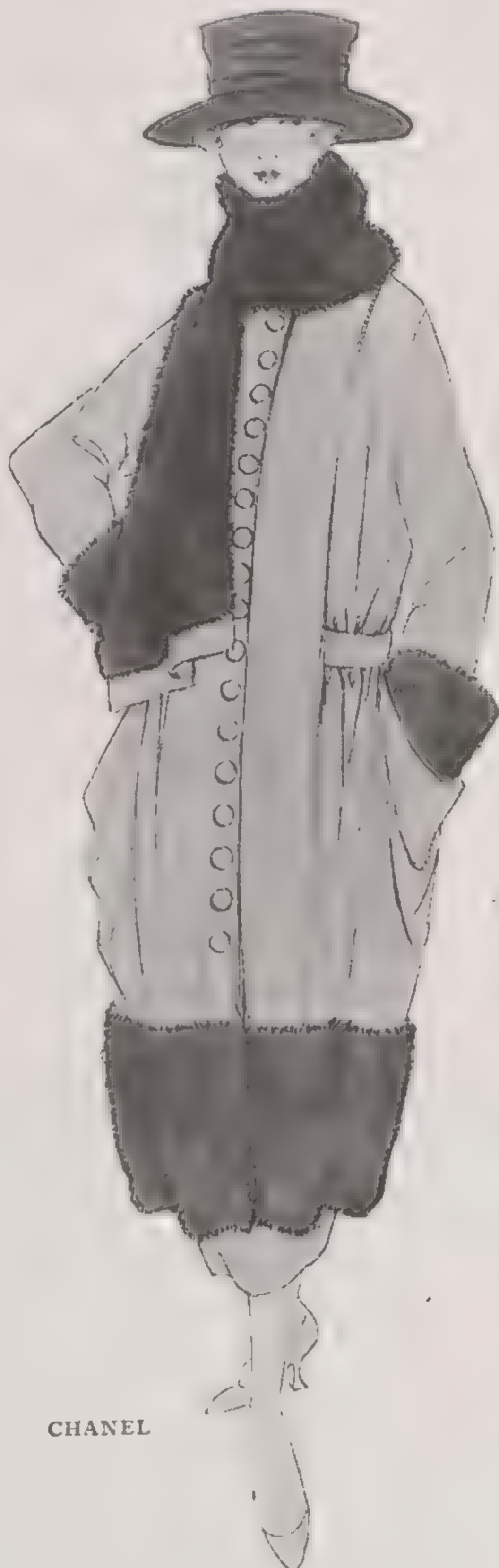
CHANEL

The Parisienne gives winter a confident coup d'œil, knowing that pride in her brown charmeuse costume trimmed with castor will keep her warm

for their good cooking, but also for their moderate charges; a virtue which is the rarer of the two. The cost of living has gone up one hundred and thirty per cent. in the last year, they tell me, and I can readily believe it when I regard the total of the bill for my déjeuner at one of these hosteries of world-wide reputation, into which memories of the cuisine have beguiled me. I suppose the proprietor can not help it, and we should model our appetites to suit our purses. But in that case many would go hungry.

FAMOUS COOKS OF OTHER DAYS

France has always been famous for her cooking, and in those former happy times of which we still dream we used to make trips to Touraine, Brittany, and Normandy just to lunch or dine in certain places and on certain delectable dishes. French literature and memories are filled with mention of such places and of the famous cooks who ruled over them with despotic sway. Who has not heard of "Le Grand Vasili" who cooked for Alexandre Dumas père, of "La Belle Meunière," of the omelette of *La Bonne Josephine*, and the friture of *La Jolie Annette*? Such reputations are difficult to earn, however, and the possessors of them have nearly all passed into legend. The last of them died at Saint Jouins, just a few weeks ago, at the age of seventy-seven. This was "*La Belle Ernestine*," well remembered by visitors to Etretat, to whom she was a familiar figure with great dark eyes under a mass of white hair. She was always the picture of neatness; she never talked very much, but what she did say was worth hearing, and she was, above all things, extremely jealous of her reputation as a cook. Only last year, I saw her at her little place near Havre, entertain-



CHANEL

Paris has always liked South Americans, so it has named fur like that which is used on this brown velvet coat, "Peruvienne"

ing hundreds of American and Canadian officers who came daily to her door in automobiles. She looked as if she belonged to the age of stage coaches and private traveling carriage, before the modern "Palace Hotel" had been thought of, when inn-keepers thought it worth while to study the art of hospitality, and a certain house was as famous for its manner of welcoming a guest as it was for its wines or its cuisine. "*La Belle Ernestine*" has enjoyed the patronage of such celebrities as Guy de Maupassant, Albert Besnard, Emilio de Castellar, Queen Isabella of Spain, Duquesnel, Alexandre Dumas fils, Sarah Bernhardt, and many others. These famous people came to her, not only to taste her good things, but to enjoy her conversation, as well, seated beside her in the little garden of the inn. There it was that "*La Belle Ernestine*" was summoned by Queen Isabella after an especially appetizing luncheon. With a fine regard for ceremony and etiquette, she plumped herself down on a chair beside the queen, and in reply to the first remark addressed to her, answered, "*Certainement, Madame la reine.*" This has become a by-word, and her clients continued to tell the story about her, although the incident happened in 1880, when it doubtless amused the queen immensely. Alas! such inns and such cooks are becoming a thing of the past, and with them are disappearing the French culinary reputation, I fear.

A COLLECTION OF WINTER MODELS

Not satisfied with sending their models wherever fashionable women have gone in the last year, French dressmakers are showing a collection of winter models in Switzerland. Imagine what a stir this must have made in Berlin; the



JENNY

A costume that starts with a black satin under-dress can do almost anything else it likes—which in this case is to add some greenish angora embroidery and an over-dress of greenish grey wool velours



JENNY

A "Capucine" brown tailleur of a heavy material called "burbura" buckles a tan leather belt across its beige angora scarf and, by way of frivolity, adds a few fancy corozo buttons to its cuffs



JENNY

A black satin coat trimmed with broadtail is so chic and, at the same time, so comfortable looking, that one knows it must be made of the new wool-backed satin



JENNY

Rosewood coloured crêpe de Chine, embroidered in the same colour and faced with raspberry ribbon, and a belt and collar of beaver, make an afternoon costume after the Parisian heart



LUCILE

That an astute little frock may vote yes and no on the slim silhouette all in one breath of grey velvet is easily seen from the behaviour of this bit of afternoon charm. The tunic, embroidered in black, is as full as can be; but the wearer is assured of that chic mermaid look about the ankles



DÈUILLET

For coalless days, there's nothing more practical than black serge with a cheerful waistcoat in brick coloured wool, embroidered in black wool and white angora



LUCILE

Designers know all about the poetry of motion, thanks to chiffon velvet and the vogue for lines of drapery that fairly melt into each other. The velvet in this case is dark green, the fur is skunk, and as for the line—it's a wonder somebody doesn't set it to music and then play it



This is the proper way for a lady to carry her umbrella. Under the wooden knob there is a broad band of beads in brown, blue, and green. The cover is of printed silk

The Baroness de Rothschild carries the umbrella at the left with its handle made from a Satsuma vase and the Rothschild crest in gold on the top. The next umbrella has a head of carved coconut that spent most of a long life as a box for rosary beads. The third was once upon a time a Japanese napkin ring in red, blue, and pink cloisonné enamel; umbrellas on this page from Wilson



In its youth the umbrella handle second from the right was a frivolous little powder and puff box enameled in pink and gold, but it left its lovely owner to dance in Japan all by herself and became the handle for a perfectly proper brown silk umbrella. Last of all is this odd bit of cloisonné in dark blue, pink, light blue, and green that has served its time as a fragrant Japanese incense pot

MARTIAL ET
ARMAND

belles dames sans merci of Germany and Austria haven't been able to resist going to see what Paris has created, after four years without French clothes. Any models created by Berlin dress-makers are somewhat absurd affairs which society women in Germany and Austria would never be willing to wear. They would rather wear something somewhat out of fashion which at the same time wasn't wholly lacking in style, until circumstances allow them to get copies of French models.

FRENCH COUTURIERS GO TO SWITZERLAND

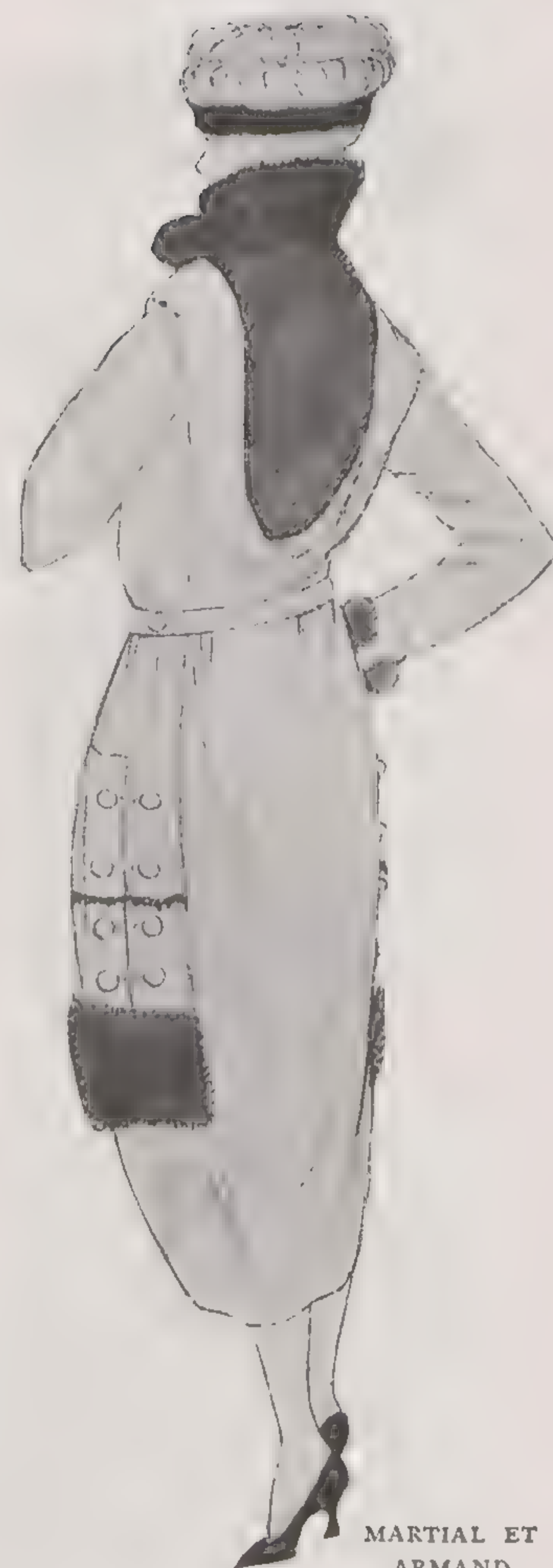
It goes without saying that the models shown in Switzerland are not for sale, except to large Swiss houses; but I have seen them, and although I am a Parisian and have had my share of elegant costumes since the war, I would have been willing to commit any sin to have one of those charming dresses, and I'm sure the enemy coquettes would have mortgaged their souls for one, if they were not somewhat heavily mortgaged already, for it would be Chinese torture for a woman to see these dresses without buying them.

If one of those informal dinner dresses, beaded and short, shimmering with silk fringe, if one of those nothings that make a morning costume at the present moment—but a thoroughly Parisian nothing—had been seen and admired and desired by all the women who have been shut up and deprived of the slightest coquetry for four long years, you can imagine the depths of dark despair caused by the sight of our prettiest members wearing these lovely creations, not one of which the "enemies" themselves could

(Continued on page 130)

Not content with being as slim as a cigarette, this wise Parisienne adds silver fox fur wherever it is possible on a long tight coat of black burella with a scarcely appreciable waist-line and with white stripes that still further increase the impression of length

Our humble friend terra cotta is doing a flourishing business this year under the name of brick colour. It makes a cloth coat trimmed with castor with the back of the bodice entirely made of the fur, and fur bands on the skirt to give the barrel silhouette

MARTIAL ET
ARMAND

MARTIAL ET ARMAND

She isn't the spirit of all the icicles, though she seems to have them dripping from her numerous eaves. She's just a slender little Parisienne amusing herself and the "permissionnaires" by adding grey and still lighter grey angora fringes to a frock of pale grey Georgette crêpe



MARTIAL ET ARMAND

You wouldn't believe the things they do in Paris nowadays. Here is a frivolous frock of light grey Georgette crêpe taking refuge behind a capable apron of grey alpaca tied, trimmed, and bound—big pockets and all—with blue alpaca just like those our grandmothers wore

THE DECORATIVE VALUE OF FURS

LET the woman who strives for distinction in dress make the most of her furs. If they are chosen wisely they add a dignity and chic to her appearance which no other portion of her costume contributes. The fashions of the moment are kind to the woman who wishes to make the most of these accessories, for they permit her to carry them in summer as well as winter, and in the evening, as well as during the day. On the beaches, at the race course, at the opera, in the theatres and restaurants, furs are always with us and, contrary to the general impression, the fur scarf which a woman carries is very useful as well as ornamental. It protects her from draughts and from sudden changes in temperature. It is not, however, with the practical, but with the decorative value of furs that we are most concerned in this article. The accompanying sketches contain suggestions as to the style of furs which should be worn by various types of women. The sketch at the upper right on this page, for instance, is a wrap especially designed for a grey-haired woman. Both its form and its colouring make it appropriate for any hour of the daytime or evening. It is made of chinchilla edged with dyed grey fox at the bottom and at the top of the high collar which fits closely round the neck and rises to the back of the hat.

A SCARF OF ERMINE

The long ermine scarf sketched on this page suggests the woman with warm brown hair, although it might be worn becomingly by other types. This scarf is extravagantly long and is all white except for the fringe of black tails at the end. Wound twice around the neck, it is suitable for afternoon wear with a black velvet dress and a black hat. In the evening it would be very lovely with white velvet or with creamy white chiffon. Such a gown is shown in the sketch, with long sleeves and a flat black hat which give the costume sufficient informality for the present times. During the summer an

(Continued on page 118)



There are some things no debutante dare do, and one of them is this lovely wrap of chinchilla with its rim of dyed grey fox at top and bottom, just made to bring out the beauty of grey hair and an aristocratic pallor



A scarf of ermine, extravagantly long, all white except for a fringe of black tails at the end, will reconcile even the most luxurious woman to her plain war-time evening frock of creamy chiffon with its long sleeves and its flat black velvet hat



One is seldom too young and never too old to add to the picturesqueness of life by wearing a long thin stole of Hudson Bay sable wound twice around the neck and flying, loose-ended, across a cape of black velours



The woman who wears those old Victorian little hats so coldly and so serenely will need a quaint scarf of sable dripping tails over her shoulders. The muff is of moderate size with seven mystic tails caught to one side



All she needs is the clatter of hoofs on the drawbridge to make her absolutely convincing as a "moyen âge" figure from her lovely high square collar of kolinsky to the bottom of her long straight skirt. The material is sapphire blue brocaded in gold and slit on either side for ease of movement. A short square train, long trailing blue chiffon sleeve draperies, and a dull gold ornament studded with sapphires marking the base of the fur collar complete one of the loveliest of home dinner costumes



One of the newest of sleeved evening gowns is made in "Fan-Ta-Si," a silk as exotic as its name, with Nile green and gold woven into its shimmery surface. The bodice is of gold lace over flesh coloured tulle, the crushed girdle is of the "Fan-Ta-Si" with a corsage of green velvet flowers showing bold gold stems. The sleeves and the bottom of the softly draped skirt are finished with a gold tinsel thread fringe set in a rhinestone band, and there is a short train lined with vivid green charmeuse



That we have made great strides forward in respect to the wonder of new fabrics is the text of a gown in "Moon Glo crêpe broché," one of the new American textiles combining dull and shining surfaces in narrow bands carefully held together with a simple brocaded rose design. It may be had in black, white, or grey, but this frock has wisely chosen black, as so many frocks do this year, and has combined it with a bodice of fish-net done in fine black jet beads over black chiffon. The tiny straight sleeves are of chiffon

THREE ORIGINAL EVENING GOWNS FROM

ZAIRAH, A SHOP WHICH CONTINUES TO

DONATE ITS PROCEEDS TO CHARITY



Baron de Meyer

The soft brown and tan of autumn leaves are the colours of this becoming turban that clings closely to one's head in spite of autumn gales. Marguerite and Léonie made it, beginning with tobacco brown velvet that is almost completely hidden under soft shaded tightly curled ostrich flues, and ending triumphantly in two wheel-like ornaments of ostrich, tiny wings, and velvet



Paris Helps to Settle Our Winter Problems By Sending Us

a Snug Little Turban, a Chic Evening Gown, and a Versatile

and Most Becoming Frock That Can Be Worn at Any Hour

MODELS IMPORTED BY MACVEADY

Ever so many French rules for evening gowns have been followed punctiliously by this Martial et Armand frock of navy blue silk. It has a straight severe neckline, excessively short severe sleeves, a skirt front of three frivolous ruffles that pose as the demurest of aprons, and the smartest possible trimming of cords and tassels of embroidery floss. The little brown fur turban from Lucie Hamar has caught the Christmas spirit early, for under the brown chiffon that veils its brim are many tiny Christmas tree balls in vivid red, green, blue, and silver

It's a versatile frock, as frocks must be in war time, for Agnes has made it equally suitable for afternoon or evening. The black charmeuse skirt takes care of one's afternoon needs, and the bodice—that chic long-waisted affair of flesh coloured chiffon resplendent with black silk and gold and silver threads—is fully equal to the requirements of almost any evening. But that isn't all—the necklace of gold and silver threads mingled with black jet and ending in a big medallion and three oriental tassels all belong to this most attractive costume





Bachrach Studio

LIEUTENANT AND MRS. GURNEE MUNN AND MASTER GURNEE MUNN, JUNIOR

Mrs. Gurnee Munn, who was Miss Marie L. Wanamaker, is the daughter of Mr. Rodman Wanamaker. Mrs. Munn makes her home in Washington but is a frequent visitor in New York and in Palm Beach. She is interested in outdoor sports and seldom misses a racing meet of note. Lieutenant Gurnee Munn is at present attached to the American Embassy in Paris



Mrs. Charles A. Munn, a most enthusiastic sportswoman, was photographed at the Bryn Mawr Horse Show where she had several successful entries



Major and Mrs. Robert E. Strawbridge were interested spectators, for Mrs. Strawbridge was executive chairman of the Committee. The proceeds were donated to the British-American War Relief Fund and to the Bryn Mawr Hospital

(Right) Miss Anne Ashton, daughter of Dr. Thomas G. Ashton, and Miss Anita Strawbridge, daughter of Major Robert E. Strawbridge, admired a pony raffled for the British-American War Relief. With them are Colonel Lyman and Colonel Pokenham of the British Army



Mrs. A. J. Antelo Devereux, who sold toys, looked particularly well in her sports costume. She is here shown successfully practicing her salesmanship on Major MacDougal of the Canadian Army

THE BRYN MAWR HORSE

SHOW DRAWS MILITARY

RIDERS AND BIG CROWDS



Mrs. Robert K. Cassatt wore a white suit and a black velvet hat. With her were her two sons, Tony and Alexander, who were intensely interested in the horses



Between events, Mrs. Robert L. Montgomery and Mrs. J. Stanley Reeve were seen walking with General Claudon of the French Army whose countrymen won many of the events against keen competition

CHRISTMAS GIFTS FOR THE EARLY SHOPPER

In This Section of Eight Pages Vogue Suggests a Wide Variety
Of Christmas Gifts for the Patriotic Early Shopper—Special
Gifts for the Men Overseas and those in our Camps at home



NOTE: ORDER
YOUR GIFTS BY
NUMBER. FOR
DIRECTIONS SEE
PAGE 112

(18) Nothing could be more comfortable than this khaki coloured sleeping bag. It has a vermin-proof Kapok mattress lining. On cold wintry nights it would be a great solace. It rolls up into a small compact space when not in use; camp roll, \$15; Kapok mattress lining, \$13.50

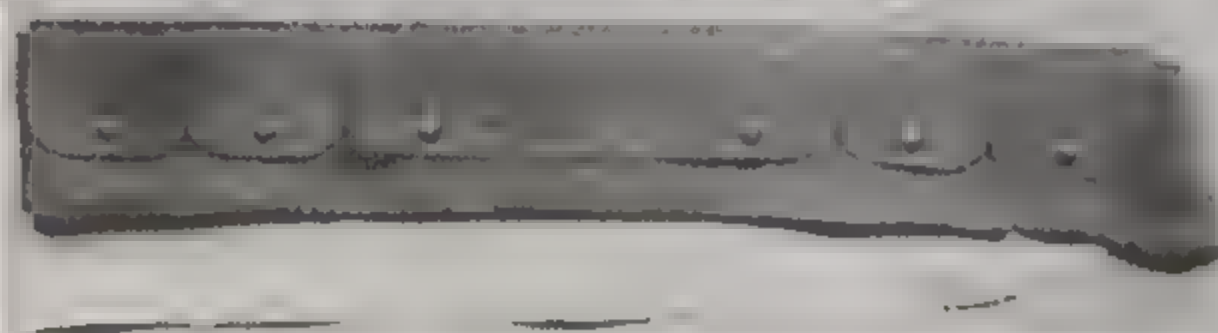
(21) (Below) A complete set of toilet articles including a safety razor of the best quality, a trench mirror, and the essential sewing things are packed compactly and given a convenient hook by which the whole trench kit may be hung; \$7.50. (22) A rubber-lined basin, soap holder and wash cloth; \$2

FOR FULL GOVERNMENT REGULATIONS CONCERNING THE
SENDING OF GIFTS TO SOLDIERS OVERSEAS, TO THE MARINES,
AND TO OFFICERS AND MEN OF THE NAVY, SEE PAGE 128



(24) A pigskin leather cigarette holder with enough space for a large supply; \$3.50. (25) A compass on a wrist band is a useful gift; \$3.50

(23) Shown below is a money belt with a bill pocket large enough to accommodate bills laid flat; in brown or grey ooze leather; \$2.50



(26) (Below) An olive drab haversack with reinforced leather base; \$4



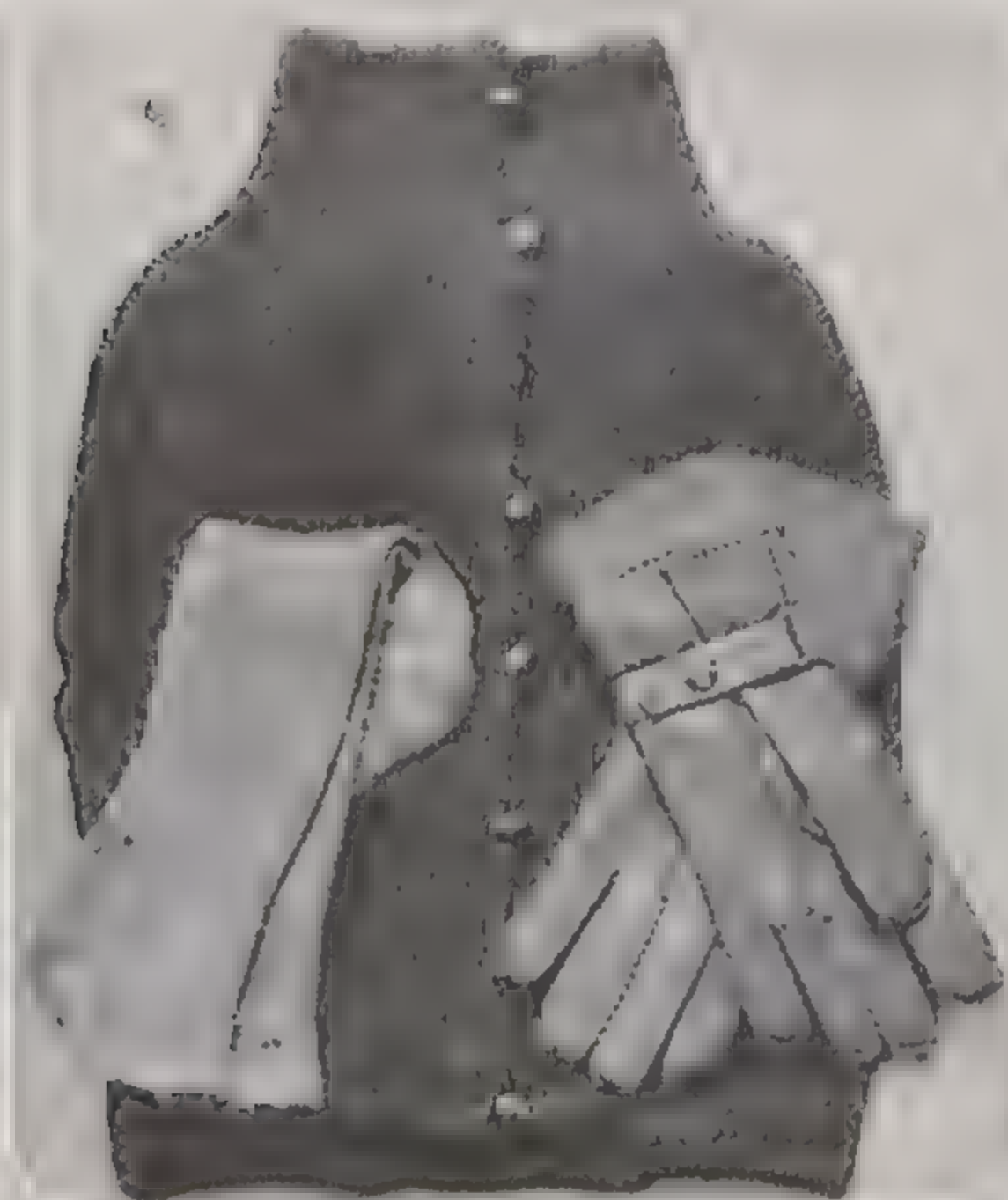
(27) A small cowhide leather case contains an oval trench mirror and a space for photograph; \$1. (28) Khaki coloured lamb's skin cigarette case with seal of the American eagle; \$3.50

(1) (Right) An unusually well-made trench coat has a detachable fleece interlining with an oiled cambric lining besides, and, to ensure its being absolutely weather-proof, it is made of water-proof gabardine. There are roomy pockets and the sleeves buckle in to keep out the cold; \$55

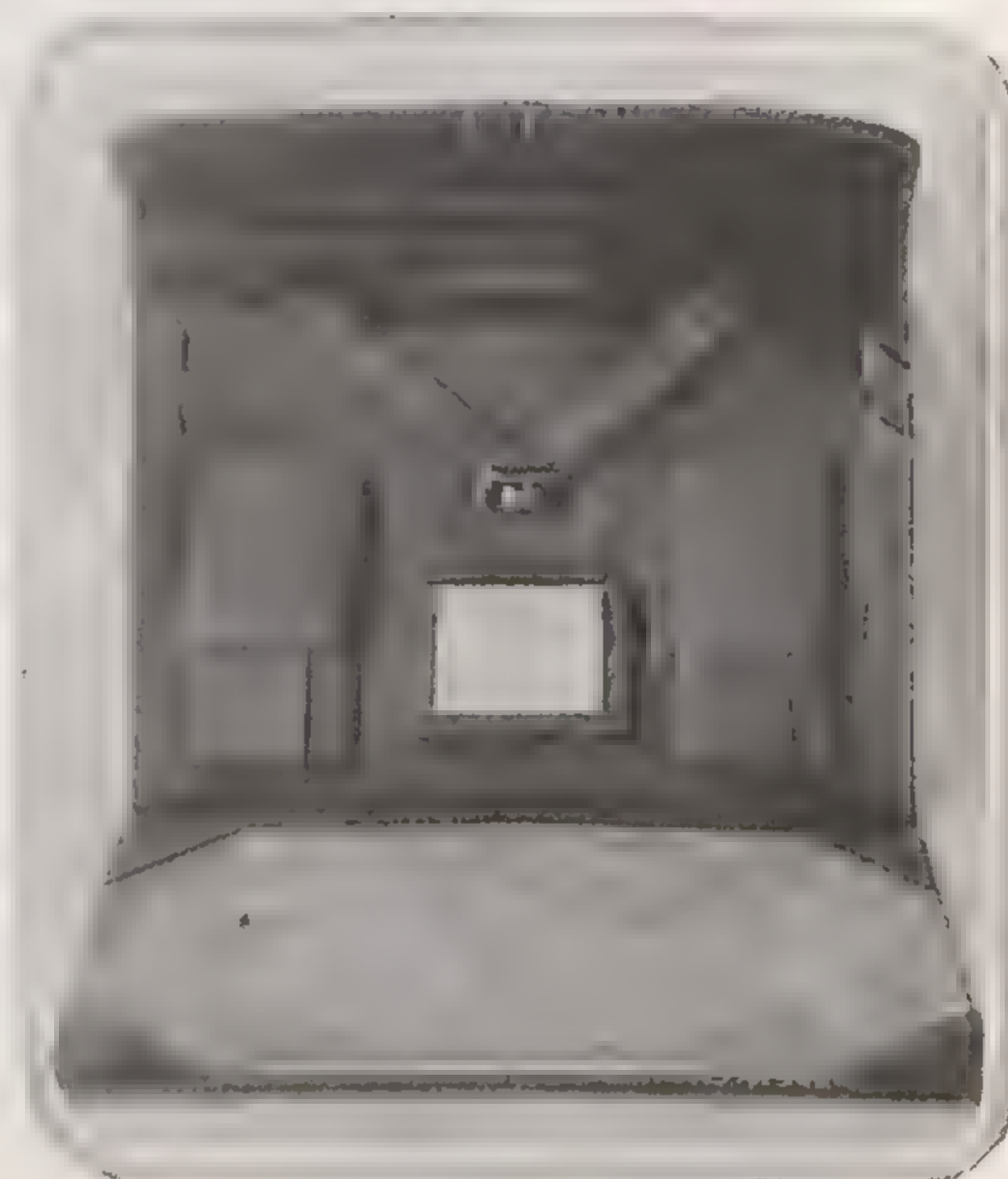


IF YOU SEND HIM THESE

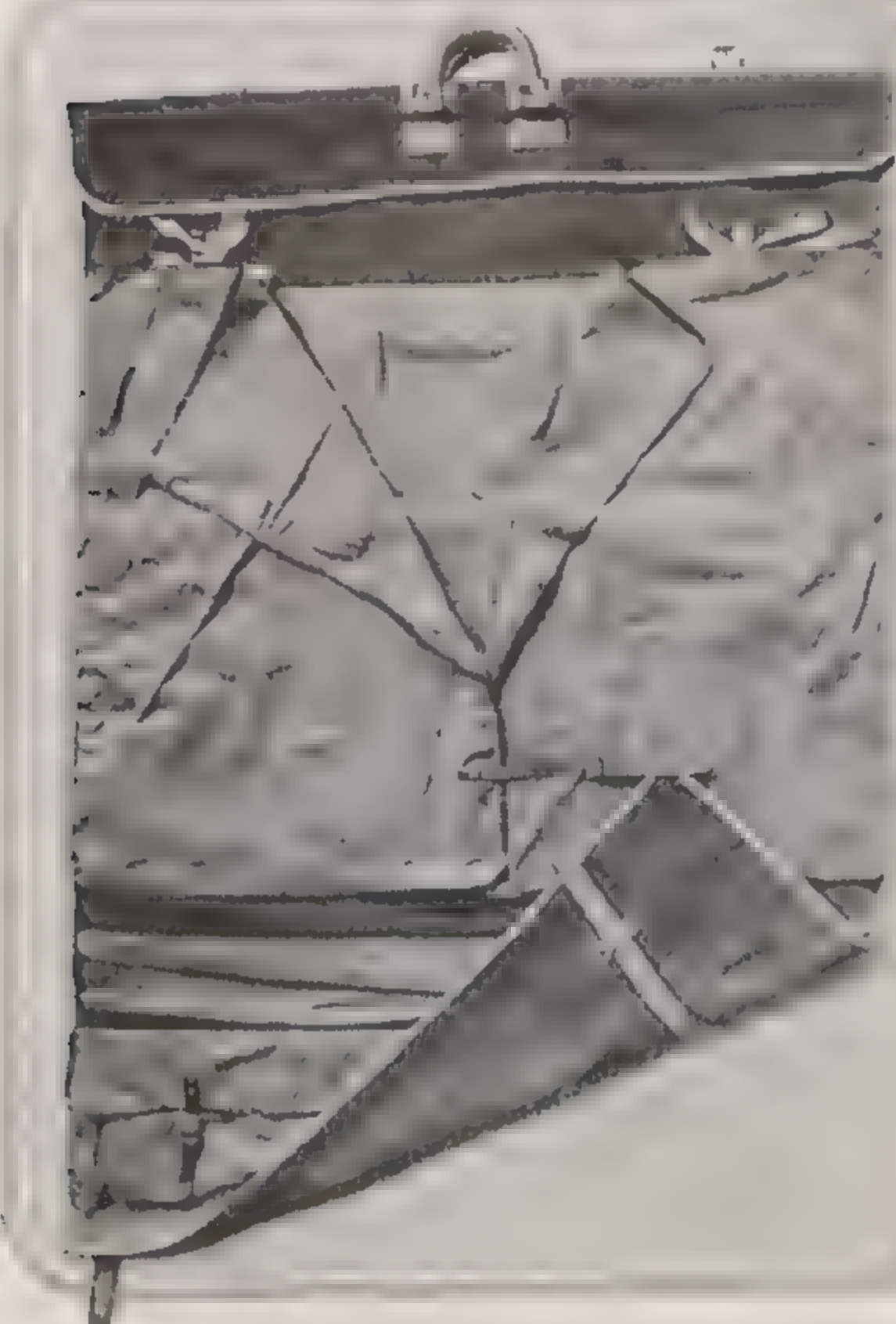
HE'LL REALLY THANK YOU



(2) Sleeveless sweater, olive drab or grey \$5.50. (3) Heavy woollen socks; \$1.50. (4) Gloves, two pairs in one, with outside glove of tan calfskin and inside of wool; \$6.50



(5) A khaki writing case has an address book and dictionary and space for letters and note-paper. With such provocation, he's much more likely to write often; \$10



(6) A khaki clothing roll of heavy canvas with leather straps contains many ample pockets and yet makes a compact bundle when rolled up; 36 by 50 inches when open; \$12.50

IMPORTANT NOTICE

THE patriotic gift this year is the useful gift. Futilities have no place in the world to-day. Therefore Vogue, in its Christmas gifts sections, will show only those articles which can stand the tests of value and utility.

Order these gifts by number. For full instructions for ordering see page 112. Order your gifts at once. The Government wants all Christmas shopping over at the earliest possible date in order to clear the lines of transportation for war-time essentials. Vogue has accordingly prepared a number of its gift pages for this issue—earlier than ever before. By the closest cooperation with the shops we have arranged to have a definite supply held for our readers, but naturally this offer will hold good for only a limited time. Those who order first will be served first. Every order will be numbered and filled in the order of its receipt.



(7) These big rough khaki coloured bath towels are welcomed by the men in camp and nobody can object to them on the ground of practicality. A set of three costs \$2.25

NOTE: ORDER YOUR GIFTS BY NUMBER. FOR DIRECTIONS SEE PAGE 112

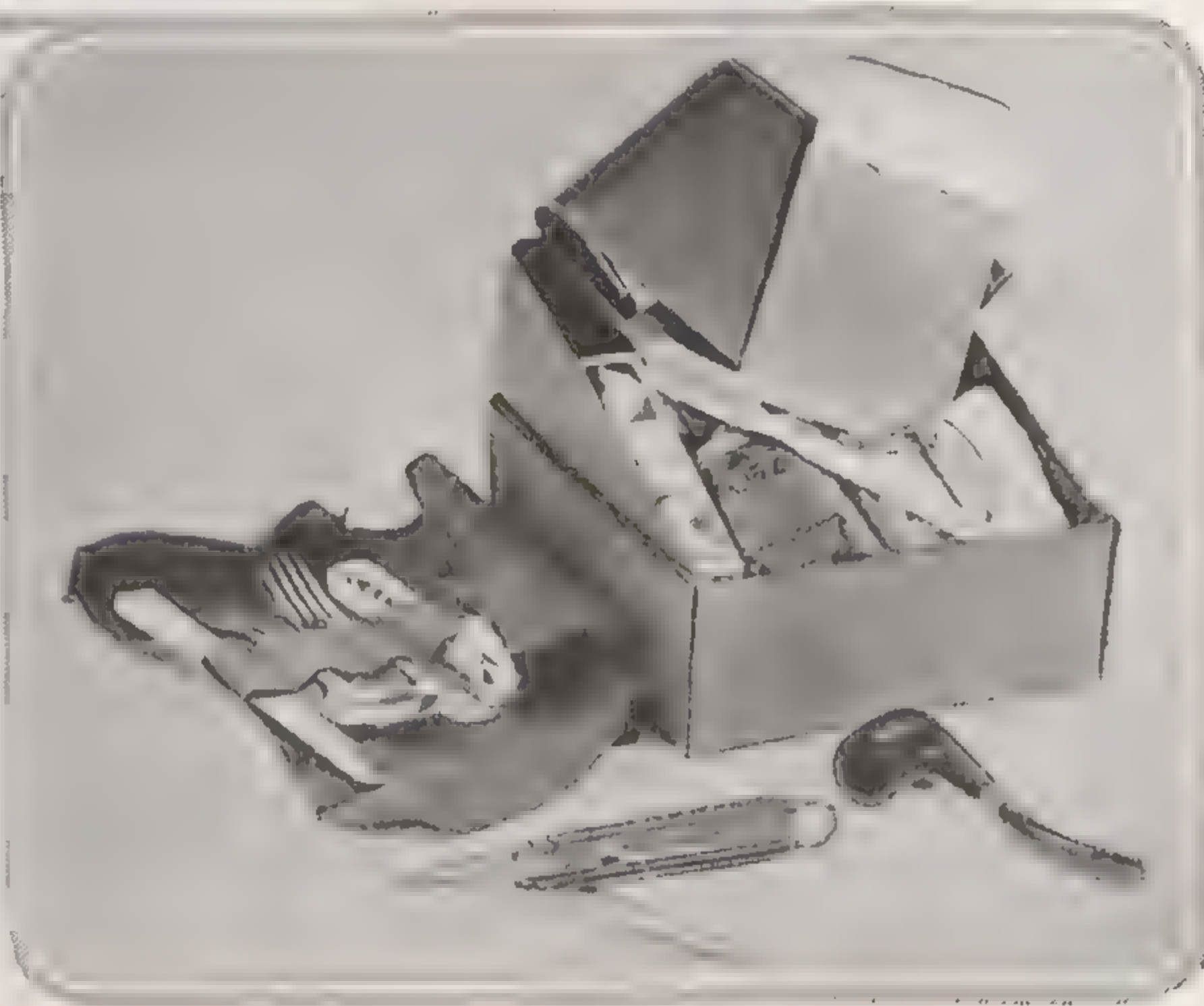


(8) (Left) A roomy leather bag of grained cowhide, hand-sewn, collapsible, with very strong mountings and straps, is useful for the officer's short trips. Length, 24 inches; \$50



Nos. 9 and 10 will be sent to men overseas directly from London, thus decreasing transportation difficulties

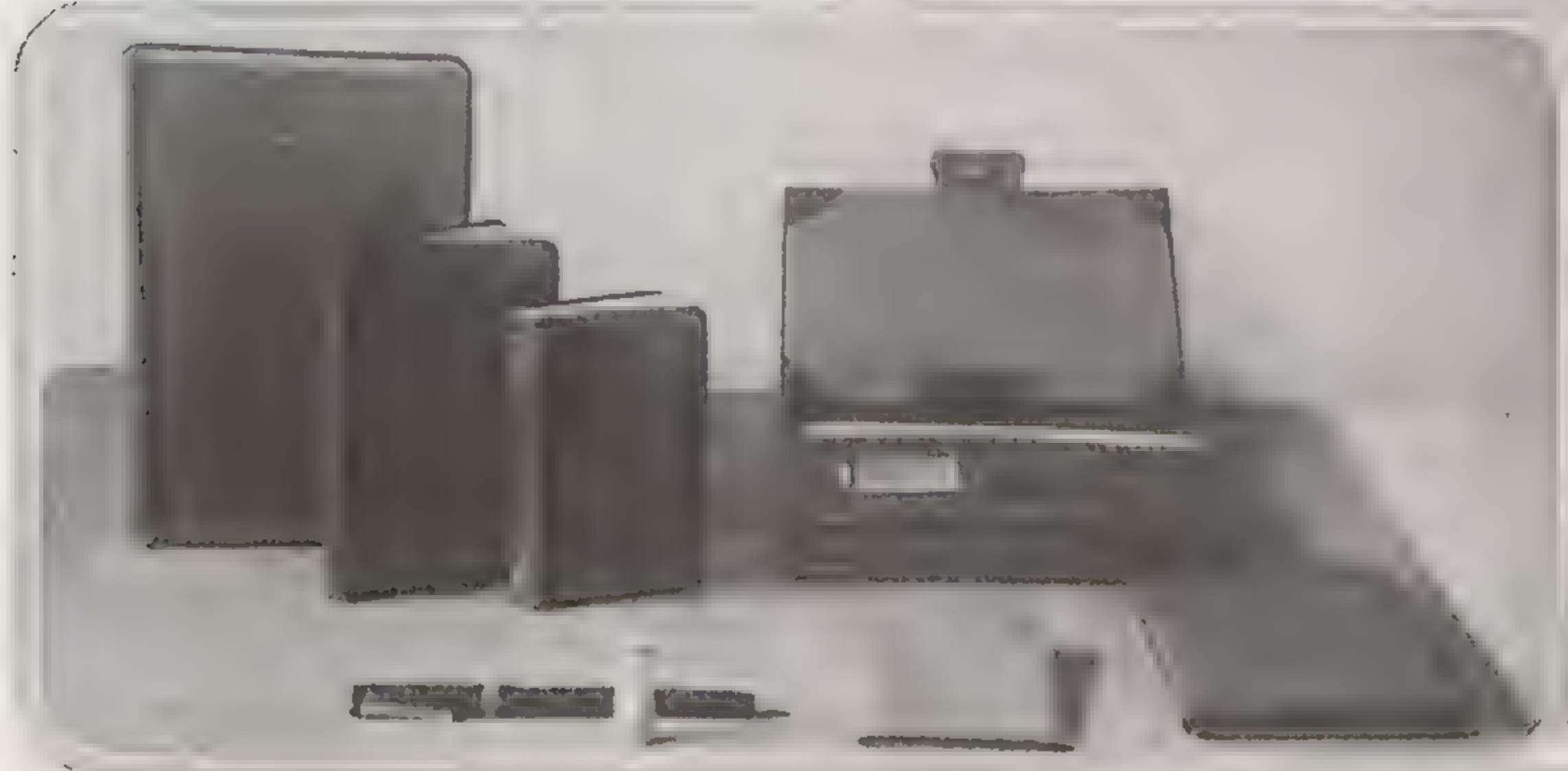
(9) A goodie box includes a jar of marmalade, a fruit cake, a pound of mixed candy, a half pound of chocolate, four packages of chewing-gum, a pound of mixed biscuits, a tin of sausage, a tin of sardines, and four tins of soup; \$5. (10) A combination kit contains a khaki roll with knife, spoon, fork, corkscrew and can opener, a good serviceable pocket knife, a pipe, a trench mirror, a leather wallet, two khaki handkerchiefs, and a plentiful supply of toilet articles; \$5



(30) (Right) This tea service and stove burns gasolene which is always obtainable overseas. The stove fits in a five-inch high tin case used to heat the tea water; the cover is used as a refiller; \$2.50. (31) The tea is fine Chinese Congou compressed into small tablets, half-pound box; 60 cents. (32) The bottle contains 100 "Saxin" tablets, an English substitute for sugar, six hundred times as sweet; 60 cents



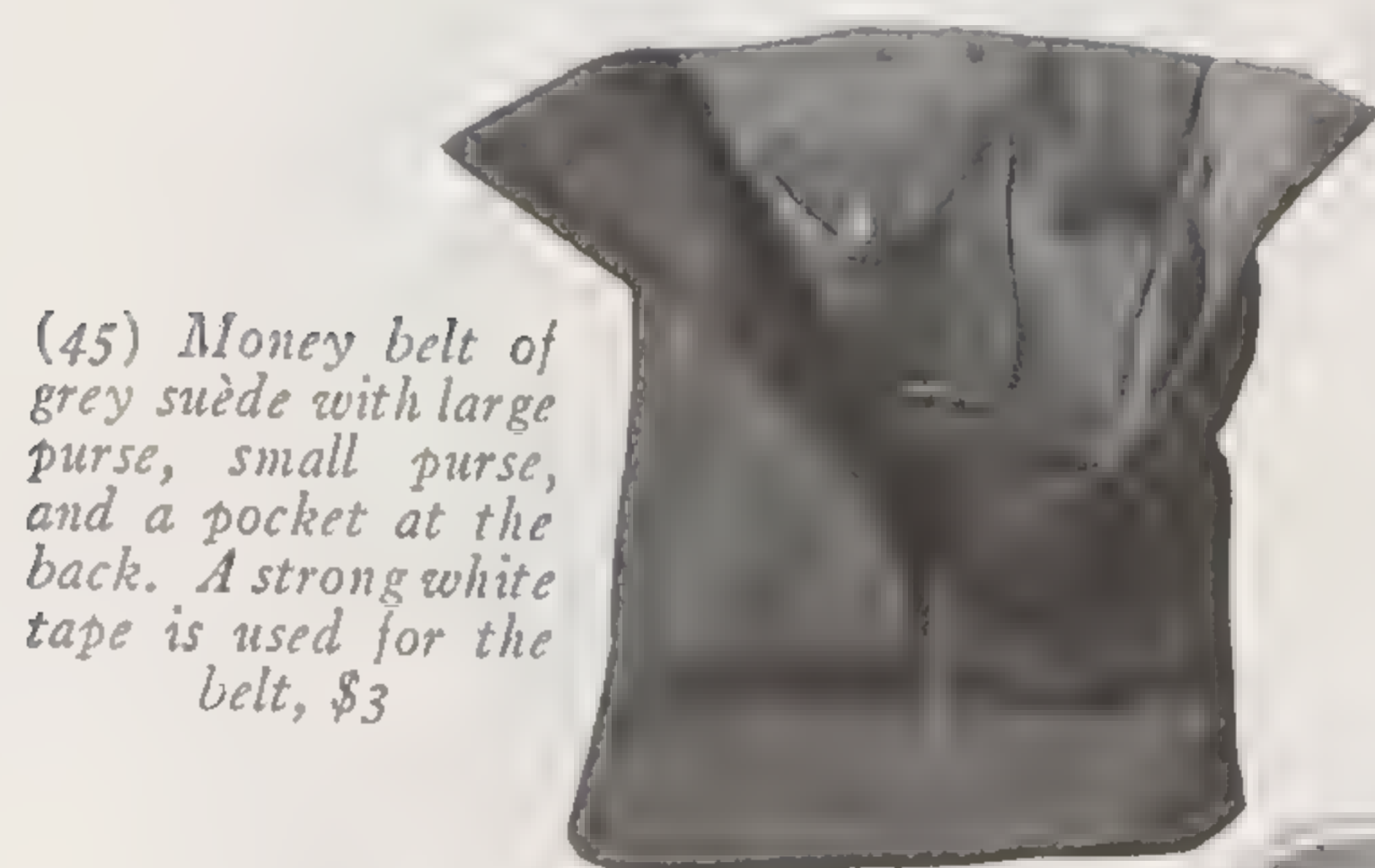
HERE ARE THE THINGS
YOU SHOULD BUY FOR
THE WOMAN WHO IS DO-
ING WAR WORK OVERSEAS



(33) (Above) A French and English dictionary bound in very soft fine grain black leather; \$5. (34) Diary in long grain black leather; \$2. (35) An abridged edition of the same French and English dictionary, in red grained leather; \$1. (36) The portfolio is compact, covered with tan calf leather; two dozen sheets of writing paper and envelopes, stamp book, and calendar; \$4.75. (37) Fountain pen of good safety military make with pocket clip and, in the end of the pen, a case containing two dozen ink tablets. Pen, \$3; extra box of tablets containing two dozen, 15 cents. (38) Folder in long grain leather for two pictures; in khaki; \$1.50. (39) Larger folder, 5 1/4 in.; \$3.50



(40) Electric flash of gun metal. Batteries for this lamp purchasable at the front; 4 in. long; \$1.90. (41) Flask of white non-corroding metal, silver plated; top lined with gold wash forming a drinking cup; capacity 1 pint; \$5. (42) Medicine case of panther grain seal leather in black containing eight 3 1/2 in. bottles with nickel tops, \$3; four bottles, \$1.75; 10 bottles, \$4. (43) Watch for war workers has an alarm, and the back opens to form a stand; numerals and hands of radium, case of nickel, seven jewelled and guaranteed one year; \$15. (44) Knife containing one large blade, one gauge, one bottle opener, and one can opener; \$2



(45) Money belt of grey suede with large purse, small purse, and a pocket at the back. A strong white tape is used for the belt, \$3

(46) A collapsible sewing box of pigskin lined with moire has a small box fastened to the base for thimble and buttons and a pocket in the top; diameter, 8 in.; 3 in. high when extended; \$5.95. (47) Large scissors case of heavy grain leather lined with grey sateen, fitted with three pairs very fine quality steel scissors, 6 in., 5 in., and 3 1/2 in.; \$4.50. (48) Single pair of scissors in silk-lined leather case, 5 in.; \$1.50



(49) The rubberized air pillow at the left comes in khaki colour only and is 18 in. long. It folds up and fits into a case of the same material measuring 5 1/2 in.; price, \$1.75

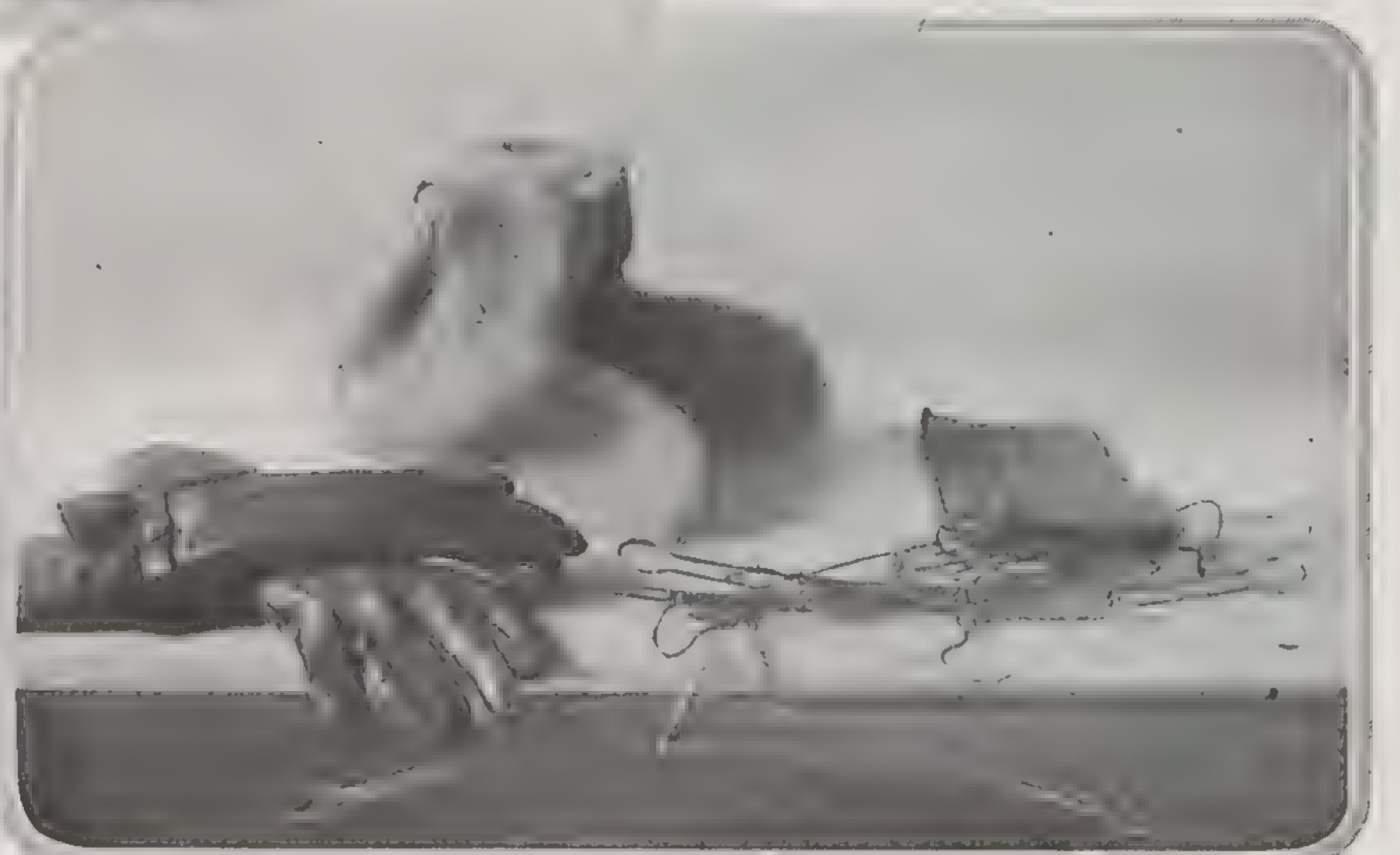
NOTE: ORDER YOUR
GIFTS BY NUMBER.
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PAGE 112

(52) (Below) Slippers of heavy grey or dark blue felt bound with gros-grain ribbon; soles thickly padded; \$1.75. (53) Stockings of English ribbed medium weight wool, heather and oxford grey mixture; \$4.25. (54) Stockings in silk and wool mixture in dark grey; \$2.75



(50) (Left) The rubber wash-bowl fits over the folding iron standard. (50a) The bucket is of rubberized canvas with an iron frame and handle. Both collapse very flat. Bowl; \$2. Bucket; \$2.50. (51) Castile soap packed in tin-foil; 35 cents

(55) (Below) Gloves of heavy tan leather with strap and snapper; really two distinct pairs of gloves, as the heavy woollen lining is detachable; \$5.50. (56) Bed socks of very soft wool, in grey; \$2. (57) Four folding hangers in tan suede bag; \$1.50



THE WOMAN WAR WORKER IN FRANCE WILL BE GRATEFUL FOR THE WARM,

PRACTICAL, GOOD-LOOKING SERVICE CLOTHES SHOWN ON THIS PAGE



(59) This is the regulation Red Cross canteen workers' blouse, but useful for other purposes, too. Of heavy white washable broadcloth silk with a detachable collar and buttons of pearl; \$9.50. (60) Silk tie in maroon, overseas blue, grey, or khaki; \$1



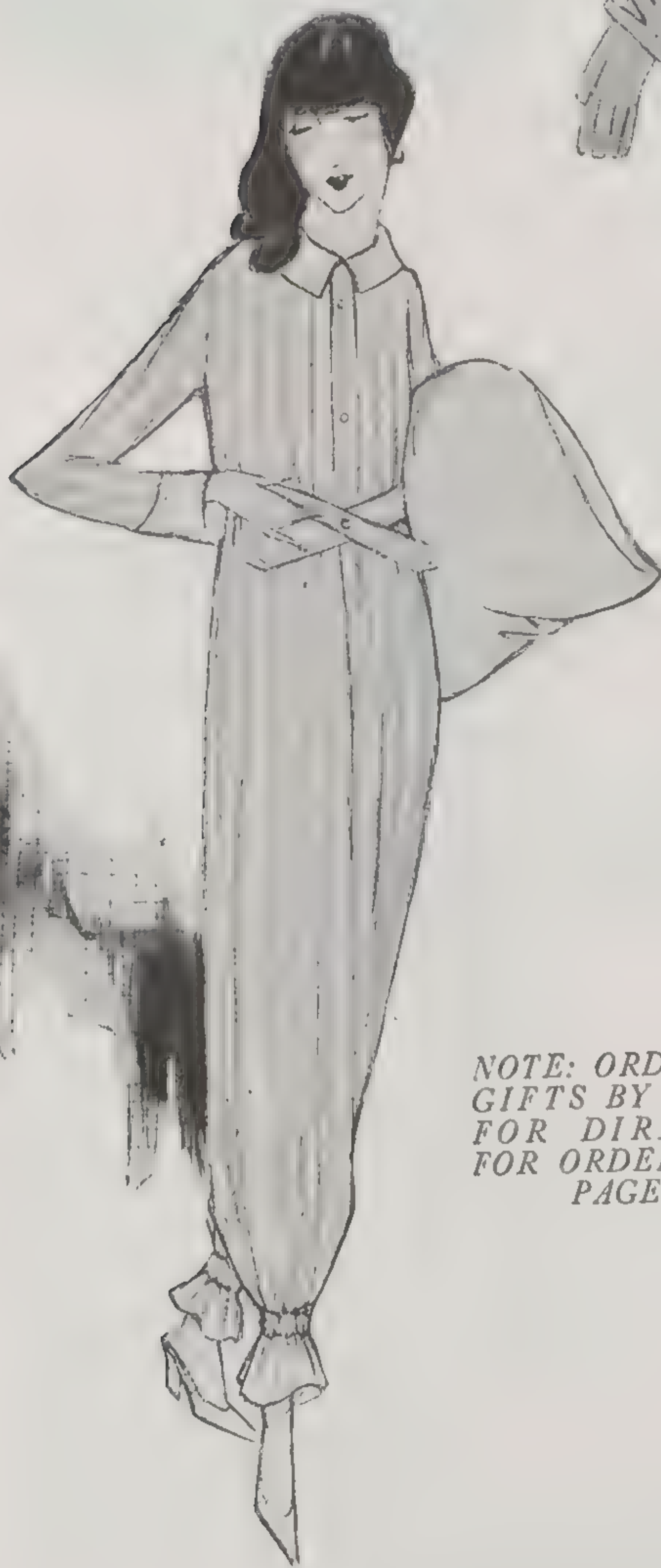
(61) A French flannel shirt with detachable collar comes in overseas blue and in white; also in grey silk and cotton mixture; flannel, \$6.75; silk and cotton mixture, \$7. (62) Scarf of finely woven alpaca wool, two yards long, twelve inches wide, in overseas blue, grey, tan, or black; \$5.50. (63) Tie in silk crochet of an interesting pattern; 1½ in. wide; in overseas blue, khaki, or black; \$2.50. Similar tie in the same colours in half silk and half cotton, 2¼ in. wide; \$1.50



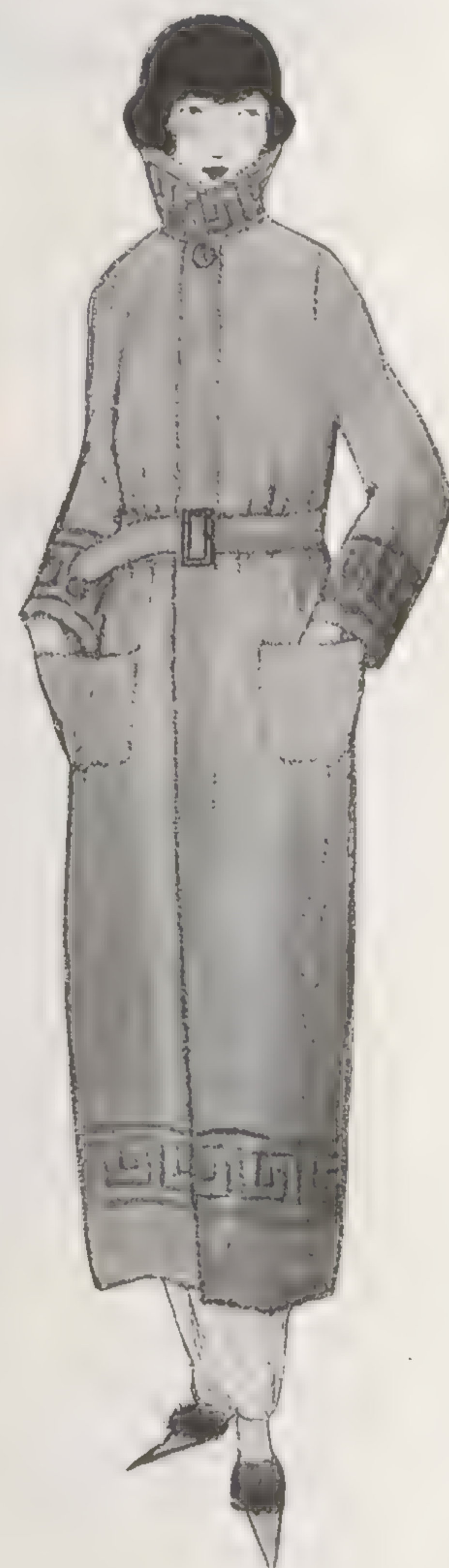
(64) Helmet and gloves of hand-knit heavy wool; in grey or khaki; gloves, \$4; helmet, \$3.50



(65) This very smart looking suede jacket comes in either grey or khaki with the collar and cuffs of closely knitted wool. May be worn as illustrated or as a loose blouse by using the drawing string set in the hem; \$16.50. (66) Belt of heavy leather in either black or tan; ½ in. wide with gun metal buckle; \$1.75



NOTE: ORDER YOUR GIFTS BY NUMBER. FOR DIRECTIONS FOR ORDERING, SEE PAGE 112



(67) In either light blue with white stripe or light pink with white stripe, the collar and cuffs of the garment are of white flannel. The trousers button at the back to the belt and elastic makes them fit at the ankles; \$3.95

(68) A simple kimono of crêpe de Chine may be had in lavender, rose, blue, or flesh colour. A kimono of this type takes up very little room in packing, and does not require ironing; \$13.50. (69) Knickerbockers of heavy silk jersey in khaki colour brown, smoke grey, or black; \$4.75. In a heavier quality, in black only; \$6.95

(70) Many women prefer a boys' bathrobe on account of the straighter cut and the simpler pattern. Here is one in khaki colour blanket cloth with a darker brown Greek key design border woven in the soft warm fabric; \$7

HERE ARE THE NEWEST ACCESSORIES

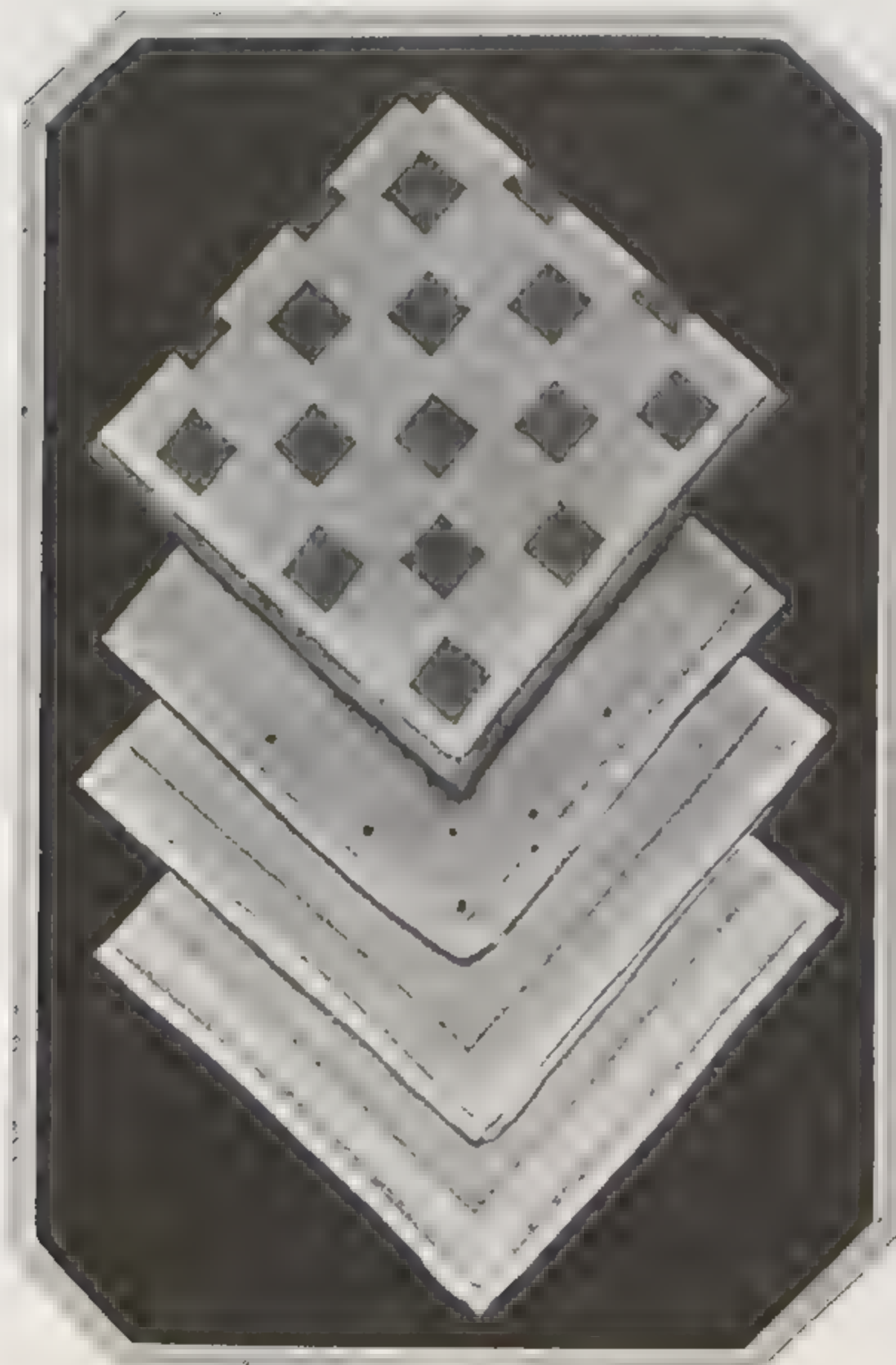
SO IMPORTANT TO THE WOMAN WHO

WISHES TO BE CAREFULLY DRESSED

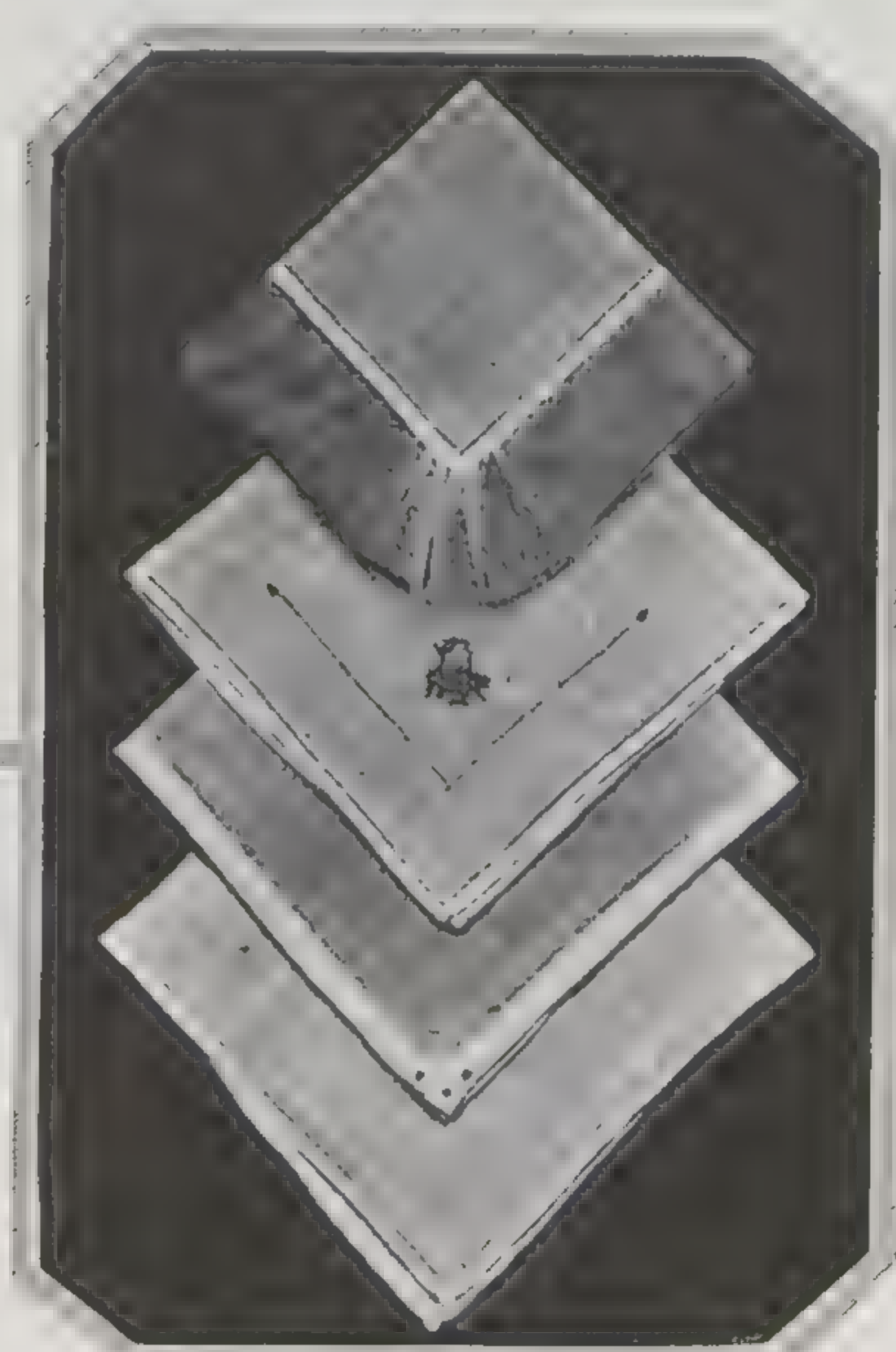
NOTE: ORDER YOUR
GIFTS BY NUMBER.
FOR DIRECTIONS SEE
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(71) The mules at the left in this sketch are of satin with a narrow silk braid of the same colour around the instep and a tiny satin bow at the side. In delft blue, pink, or black; \$5.50. (72) Next to them are silk sports stockings with drop-stitch stripes; in emerald green, navy blue, black, rose, white, grey, or purple; \$6.50. (73) Very heavy silk stockings in navy blue with white clocks, black with white clocks, or white with black clocks; \$4.50. (74) The lady is wearing a blue veil of hexagon mesh with silk embroidered design in chain stitch; \$4.95. (75) The collar and cuffs are of organdie with a border of fine tucked net and a narrow lace edging; \$6.50. (76) The pearls are graduated, 26 inches long; \$12



(77) A Swiss batiste handkerchief with coloured blocks and hem, in tan, pink, and blue; 25 cents. (78) Batiste with black and white dots and white border; in various colours, 25 cents. (79) Fine white linen with drawn-work; \$5. (80) White linen; hemstitching; 35 cents



(85) Fine linen handkerchief, hand-hemstitched, footing of net; 75 cents. (86) White linen handkerchief with hem hand-run in stitching and embroidered design in colours; \$1.50. (87) Swiss batiste with white hem; in grey and blue; 25 cents. (88) White linen hemstitched; 65 cents

(81) From left: malacca handle; in various coloured silks; \$9.50. (82) Silk with malacca handle; \$9.95. (83) Black silk, malacca stick, silver ball for powder; \$25. (84) Malacca crook handle; in black silk; \$10



(89) A double hexagon mesh veil with an all-over border design embroidered in silk may be had in brown, black, taupe, or navy blue; \$2.25 a yard



(91) This veil of Chantilly lace has a nine-inch edge and a narrow band with a flower design at the top. It may be had in taupe, brown, or navy blue; \$5.75 a yard



(92) A veil of hexagon mesh has chenille dots and a border of embroidery; in brown, black, or navy, \$1.95

(90) A purse of fine suede lined with faille silk is fitted with a mirror and small purse in a pocket of the silk. Trimmings of nickel; size 6½ in.; in tan, brown, or grey; \$10.95



(93) Flat purse of brown pin seal lined with brown moire ribbon; clasp compartment, outside envelope compartment; \$14.95

(94) Charming little neckpieces of Hudson Bay sable plan to go everywhere this winter. This one is made of a single unopened skin with head, feet, and tail all intact; \$75. (95) The veil is an octagon mesh with a 10-inch embroidered border; in black, with white embroidery, and in henna; \$9. (96) The onyx is set in a sterling silver engraved ring mounting; \$20



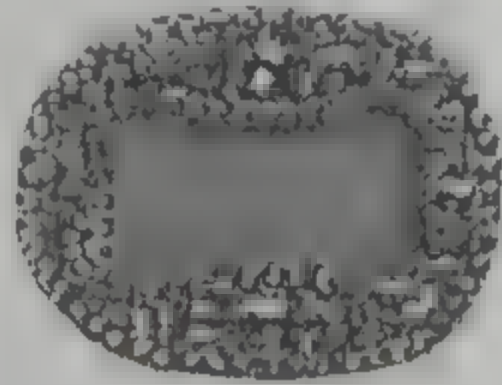
ON SUCH TREMENDOUS TRI-
FLES DOES ONE'S APPEAR-
ANCE FREQUENTLY DEPEND



(102) (Below) A bar pin $2\frac{1}{8}$ in. long has 19 rhinestones in a silver setting; \$7.50. (103) A cut steel buckle; \$6. (104) buckle in cut steel, bright jet, dull jet, or bronze; \$3.50

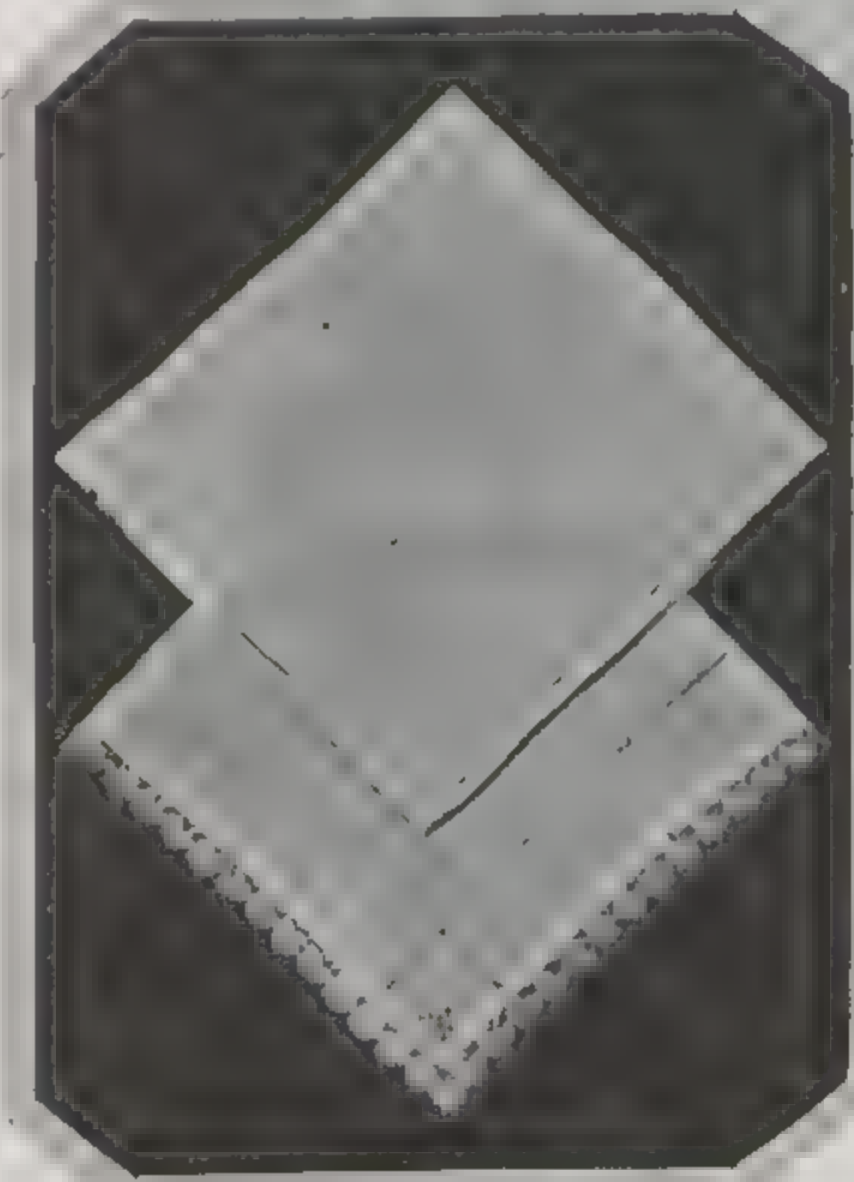


(97) One's lorgnette would appreciate a sterling silver chain, 19 inches long, with 14 small pearls; \$5. (98) The lorgnette is of silver with a hand-engraved handle which is $1\frac{3}{4}$ inches long; \$4.95

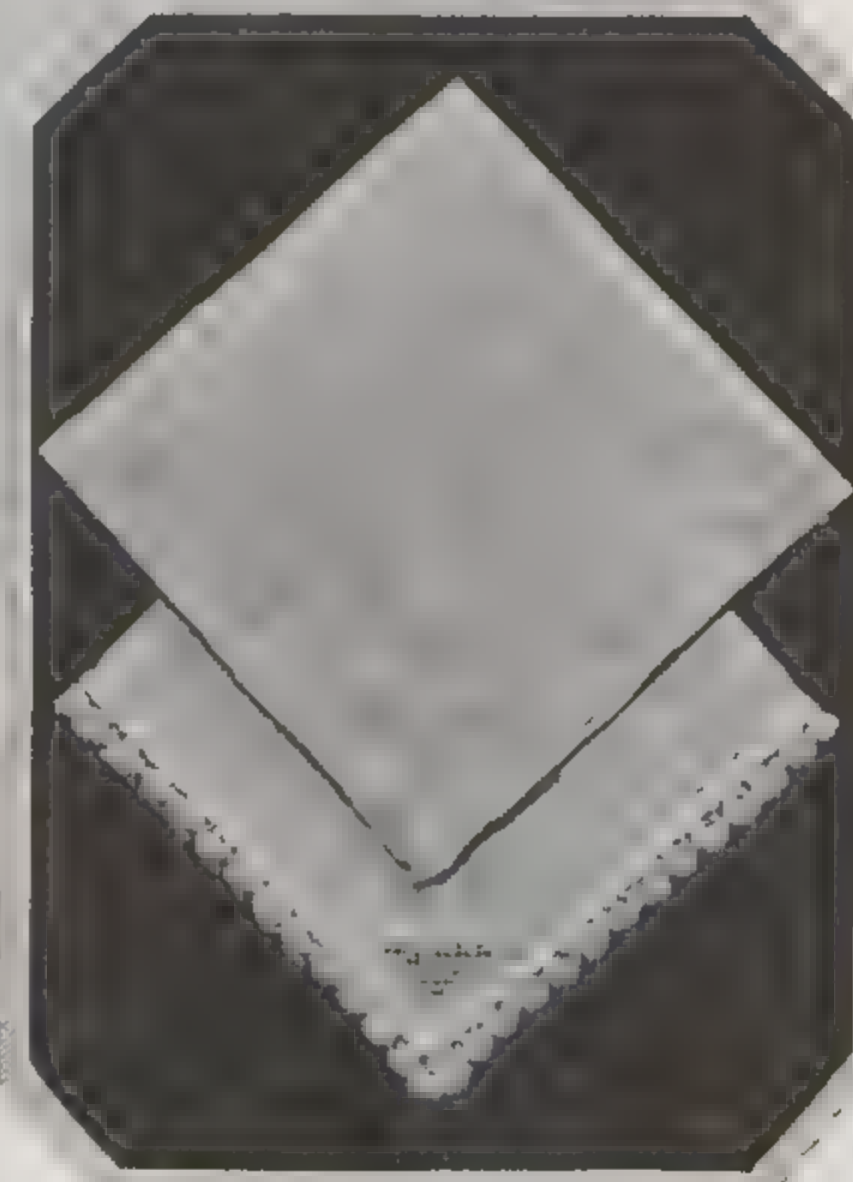


(99) A veil hides and says so much that one should be particularly careful in its selection. A fine hexagon mesh with an 8 inch embroidered border in taupe, brown, and purple is \$3.50 a yard

(100) The white linen hemstitched handkerchief at the top is hand-embroidered in a butterfly and flower design in one corner; 50 cents. (101) The other handkerchief is also white, hemstitched, and provided with a line of drawn-work and a fine Armenian lace edging; \$2



(105) The buckle at the right above is of rhinestones in silverite; 2 in. long; \$13. (106) A black velvet rose gives a fresh touch to an old gown and is very effective with white; \$1.65



(107) Another white linen handkerchief, very fine, with hemstitched hem and one embroidered corner; \$1.50. (108) Handkerchief of fine white linen with a quarter-inch hemstitched hem, a drawn-work design in each corner, and an edging of Armenian lace; \$1.50



(109) The black patent leather envelope purse at the left is lined with tan moire; \$4.50. (110) Bag of pin seal with two compartments; in black or colours; black, \$13.50; colours, \$15. (111) Envelope purse of long grain black patent leather; with gold plated tip; \$5.95; without, \$4.95

(112) An envelope service purse of seal leather in dull brown is clasped with military gold braid having a fine line of colour through the middle denoting the branch of the service to which he belongs; lined with tan moire; \$11.50. (113) A belt of gold braid with a gilt buckle; \$7.50



(116) Who wouldn't enjoy his after-dinner coffee more than ever if it were served on a glass-topped wicker tray and from a set of Royal Worcester china in various pastel shades? The set consists of an urn, sugar bowl, cream pitcher, and six cups; complete, with tray; \$37.75



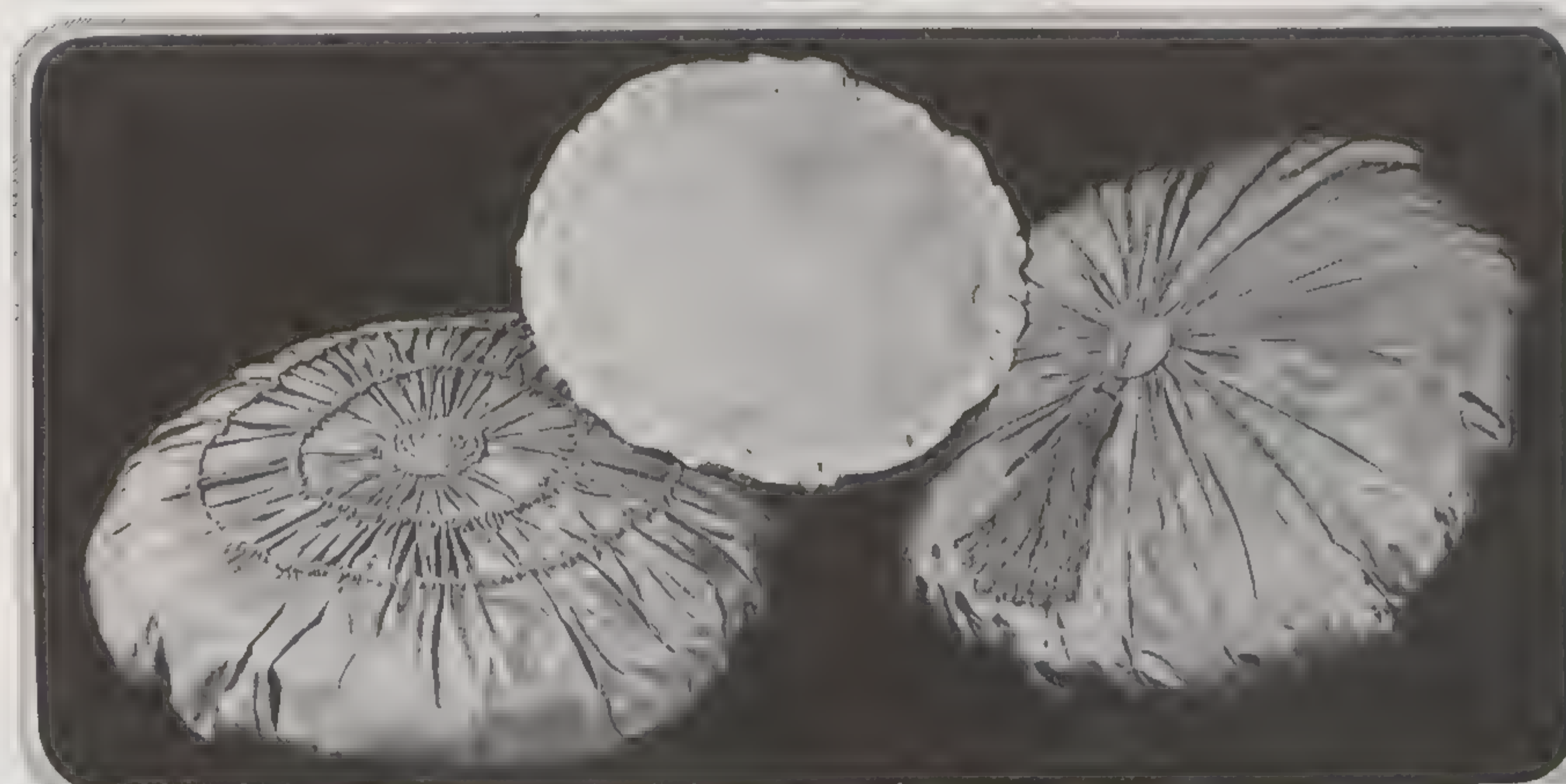
(117) (Left) This independent little egg cup of Royal Worcester china has its own small salt and pepper boxes attached to the Sheffield silver stand that holds it so attractively in place. It would be a most becoming and practical asset to any breakfast tray; \$12.50

EVERY WOMAN WELCOMES OLD

THESE CHRISTMAS GIFTS WILL ADD

FRIENDS IN SUCH NEW FORMS

TO ONE'S COMFORT THE YEAR ROUND



(118) (Below) One needn't struggle, even though the grapes have grown in too generous bunches, if one owns a pair of silver grape shears; \$6

NOTE: ORDER YOUR GIFTS BY NUMBER. FOR DIRECTIONS SEE PAGE 112



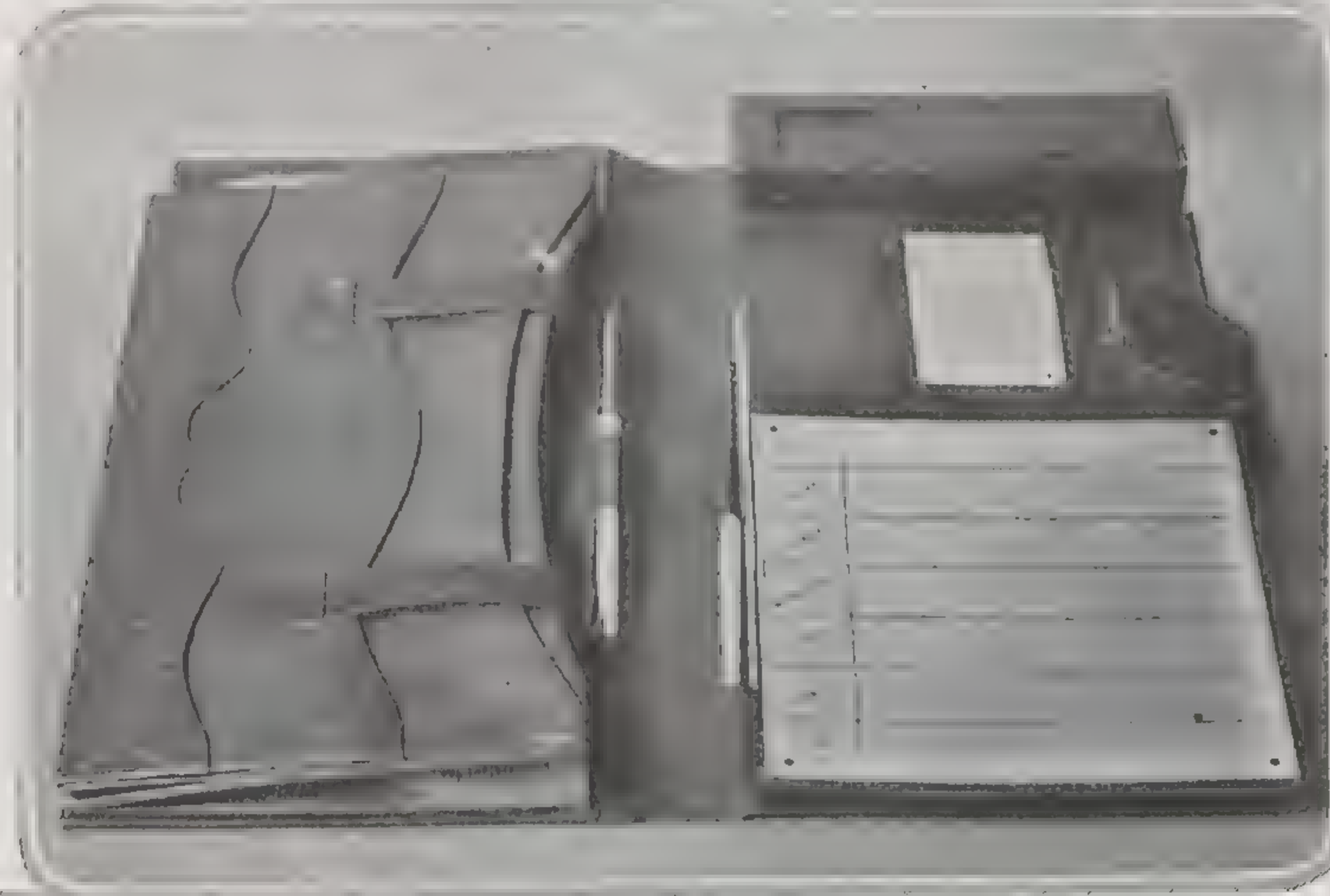
(119) Shirred taffeta in the colour that is most becoming to one's room makes the attractive cushion shown at the left; \$4.95. (120) The dainty cushion in the middle is of ecru lace and embroidery over rose silk; 18 inches in diameter; \$10. (121) At the right is a delightful silk-tasseled cushion of taffeta; 22 inches in diameter; \$5.95



(122) (Right) Conveniently small scissors and a thimble, as well, are tucked into this coloured crushed calf case; \$4



(123) The quire of imported note-paper at the left has envelopes lined with colours; \$1.50. (124) Above is a portfolio holding a pad with khaki coloured note-paper and envelopes; 35 cents. (125) The letterettes at the right are self-striped; \$1.75. (126) Gold-filled fountain pen and pencil in case; \$16

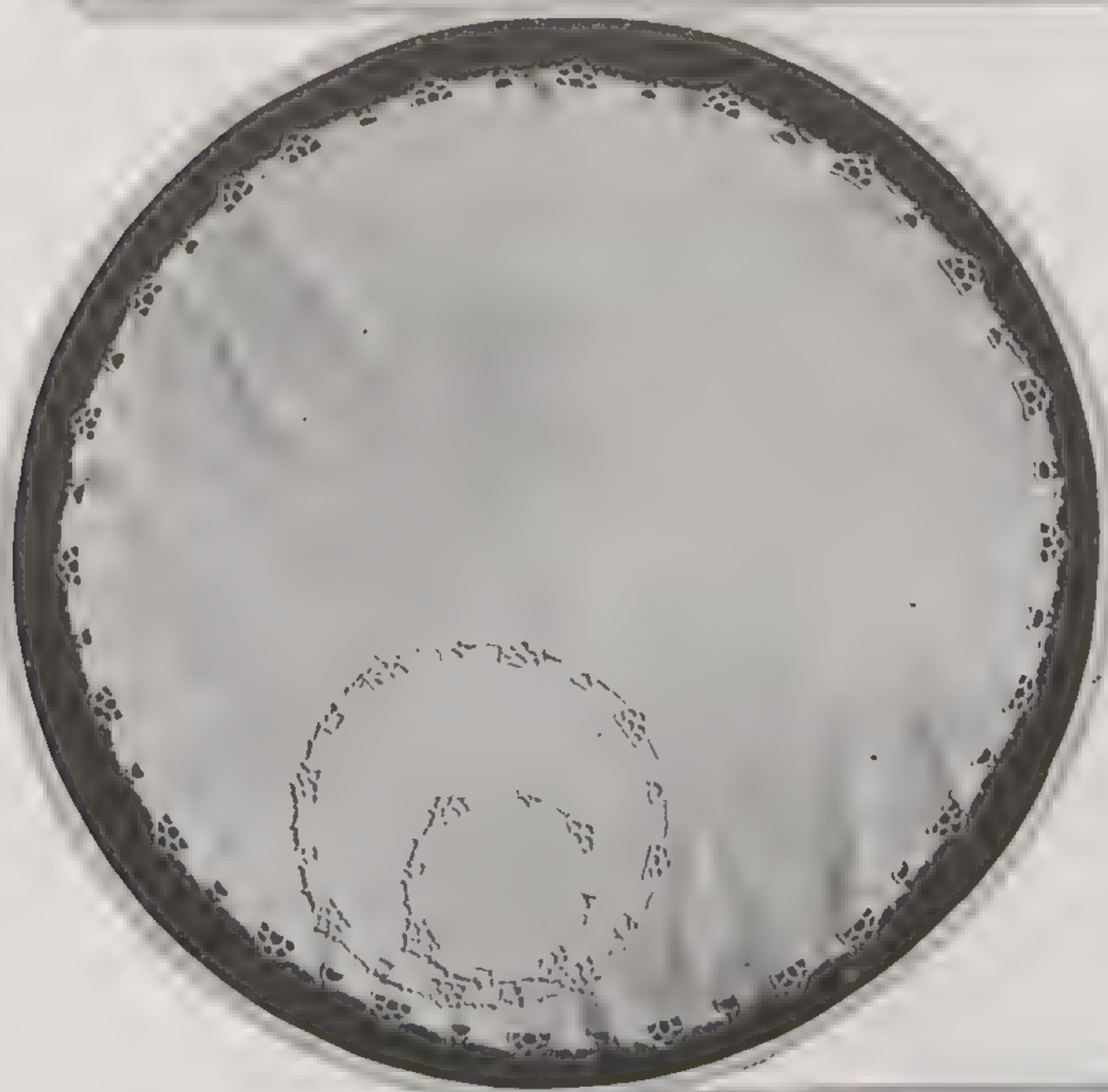


(127) Of course, letter writing is bound to be a task, but it's a pleasant one if one owns this compact morocco portfolio that opens out into a roomy writing tablet. It may be had in any of those attractive colours that have made leather things so desirable; it is 12 by 6½ inches when closed; \$13

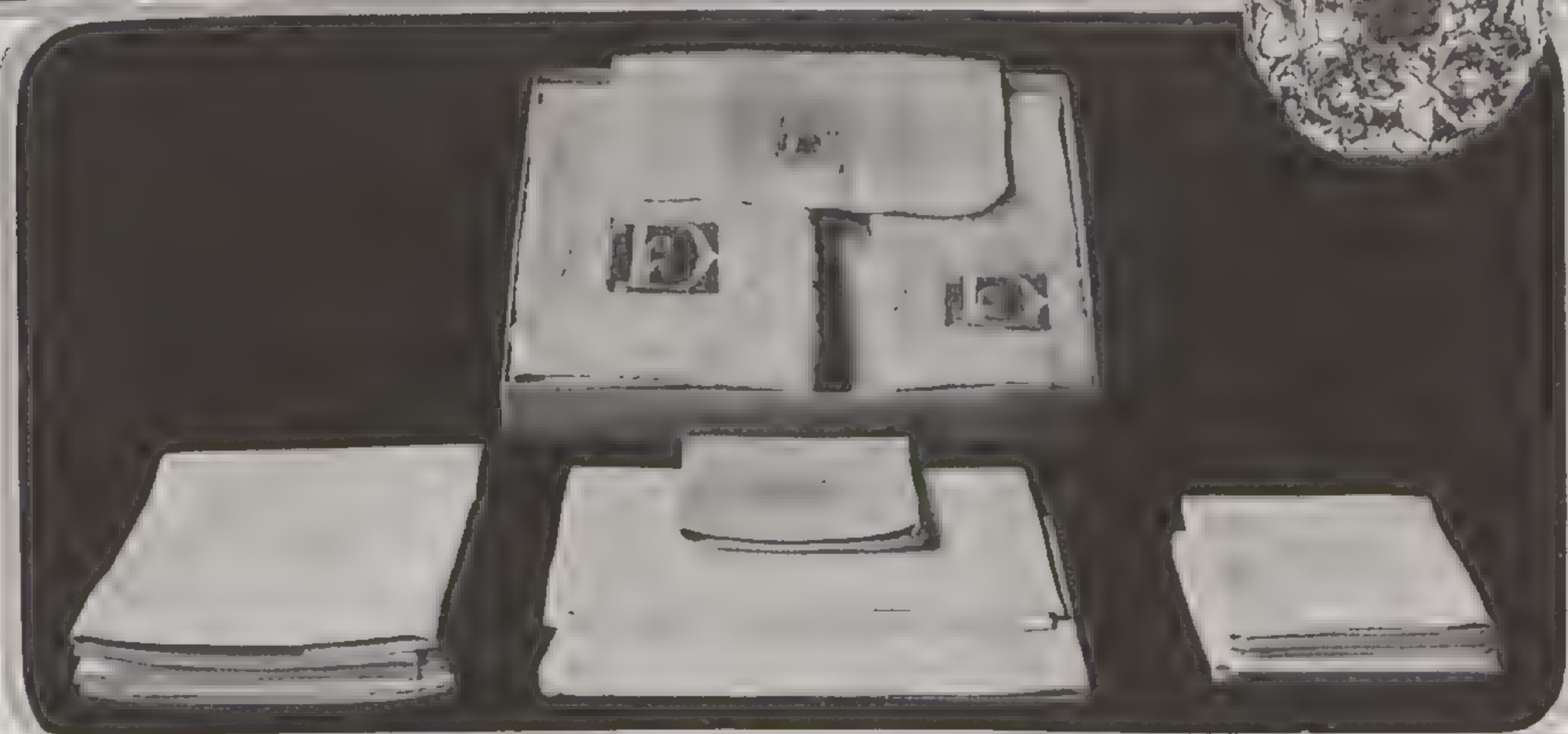


(130) If one is restricted as to menu in these patriotic days, one's linen at least may be of the loveliest. A table-cover finished with a narrow edging of real filet lace may be had with a dozen oblong doilies to match; \$36

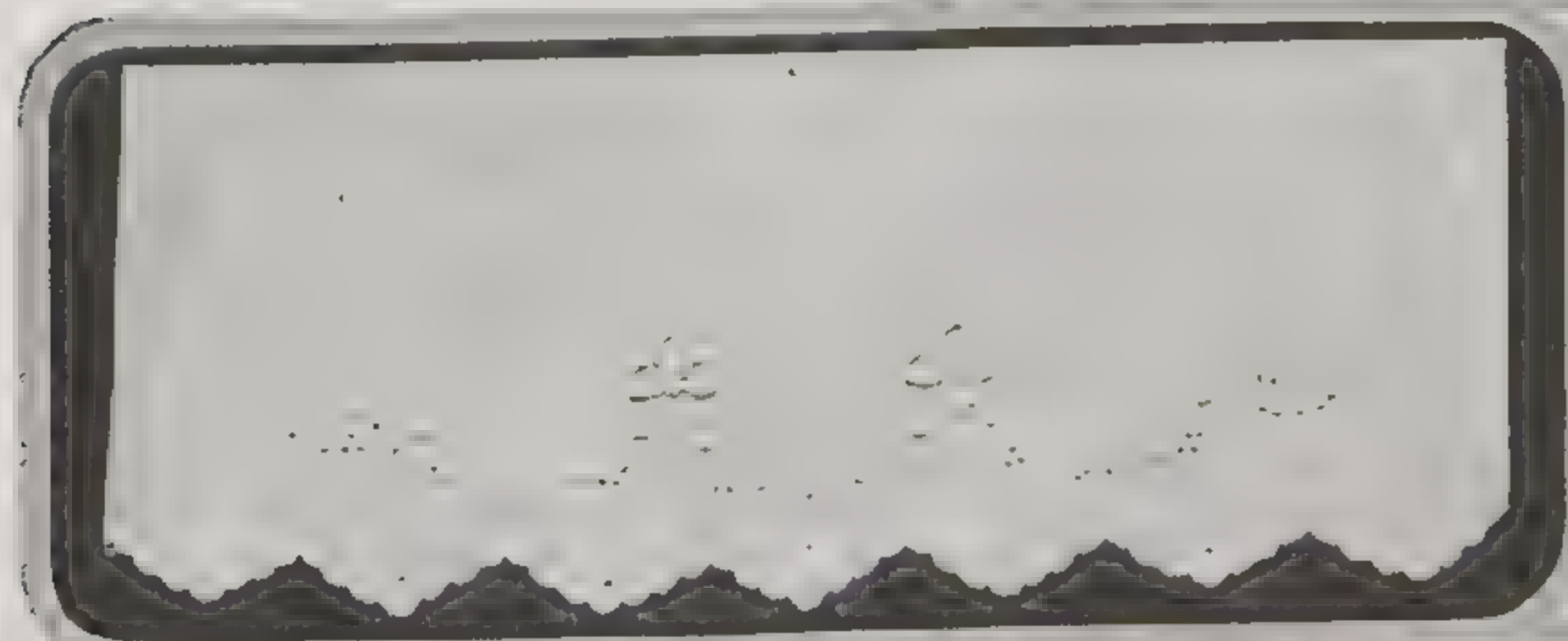
ORDER YOUR GIFTS
BY NUMBER. FOR
DIRECTIONS SEE
PAGE 112



(131) An Italian embroidered luncheon set of very heavy linen in a simple but interesting design is a strictly practical gift as it will launder beautifully and wear well. It consists of a 30-inch centre-piece, 6 plate doilies, and 6 glass doilies; \$25



(132) Very fine Italian filet makes this luncheon set consisting of twenty-five pieces with a centre-piece 32 inches in diameter; plate doilies, 12 inches; glass doilies, 6 inches; \$70—an exceptionally good value and a very lovely bit of work



(133) A bath set with two towels and wash cloth has borders in blue or pink and a monogram in openwork; \$5.25. (134) Huckaback guest towel, with openwork monogram; \$1.90. (135) Large huckaback towels with damask design; \$31.50 a dozen. (137) Hemstitched linen pillow cases, 22½ in. by 36; \$2.75 a pair

(138) Of very fine linen are these embroidered pillow cases measuring 22 by 36 inches; \$7 a pair

LINENS ARE AMONG THE
MOST USEFUL HOUSE-
HOLD GIFTS; HERE ARE
EXCEPTIONAL VALUES



(139) A Japanese silk tufted comforter filled with wool comes in pink, old-rose, pale blue, Copenhagen blue, tan, yellow, or pale green; single bed size, specially priced, \$17.50. (140) A pair of excellent blankets with blue, pink, or yellow borders; 70 by 80 inches; \$8.75 a pair



(141) Of Irish linen in a trellis design is this tea cloth with napkins to match. It may be had in varying sizes with prices accordingly; 36 in. square, \$3.75; 45 in. square, \$5.50; 54 in. square, \$7.50; 72 in., \$12.50. Napkins, 14 inches, \$9 a doz.



This is the poster that George Wright made for the Children's Fair at the home of Frederic Dorr Steele, at Westport, Connecticut

CHILDREN'S FAIR RED CROSS

SATURDAY
AFTERNOON
AUG 31st

RESIDENCE OF
F. D. STEELE
WESTPORT

YOU'RE NEVER *too* YOUNG to HELP *the* RED CROSS

A Red Cross Benefit, Gotten Up By
Children and Advertised by the
Posters of Six Well-known Artists

but every one of them delivered a poster before nightfall. They were big posters, too. Not one was smaller than two by three feet.

The artists were Henry Raleigh, George Wright, Karl Anderson, Ernest Fuehr, Alonzo Kimball, Angus McDonald, and Frederick Steele himself. We are sorry that we can't show all the posters, for they were all good, but we have only room to print the four that would reproduce best.

Of course, the fair was a success. Counting in the money that Vogue paid for the privilege of printing these posters, it earned two hundred and three whole dollars for the Red Cross, and besides this there were all the knitted things and the scrap-books for the soldiers that had been made during the summer. It was done, every bit of it, by children—and it was more satisfaction than four thousand ice-cream cones or ten thousand lollipops.

Christmas is coming very soon, and it is the best time of the whole year for bazaars—and especially for children's bazaars. So, if you're young enough, why don't you have one in your town and give the proceeds to the Red Cross? It will help people with their Christmas shopping, but more than that, it will give you a little part in the great war that is the only thing in the world that matters to-day.



Children's Fair *for the* Saturday Afternoon, August 31 at F. D. Steele's, Saugatuck



"Everybody works for the Red Cross" is the truthful message conveyed by the small dog at the bottom of Frederic Dorr Steele's poster

DO you remember the time when you were eight, or ten, or even twelve, when for the first (and only) time you felt a full and complete understanding of ever so many deep and mysterious subjects such as love and marriage and religion, but when nobody paid any attention at all to your views? Do you remember how crushed you felt when people smiled at your first love affair and chuckled when you decided to be a missionary or another Carrie Nation? Didn't you have moments of wishing for a sympathetic world managed by children without any stupid grown-ups in the way? It was a very tragic epoch, at times, but think how much worse it would have been if a war had been going on—a horrible, unfair, gory war in which ever so many helpless people were being killed and starved and injured by a wicked nation—and nobody even asked your advice or consulted you in any way whatever. Wouldn't you have done something to help put a stop to it, you and your best friends? Of course you would, and that's what the children of Westport, Connecticut, did,—thirty-five of them.

THE CHILDREN BEHIND THE BENEFIT

They were the children of artists and writers and a few poor little rich girls, and all summer long they met once a week and knitted and made piles of those picture scrap-books which are so invaluable for diverting convalescent soldiers, and any number of fancy articles. Be-



Karl Anderson painted this persuasive invitation to come to the children's Red Cross benefit

sides this, they prepared a puppet theatre and lots and lots of grab bag wonders for the fair that was to help end the war.

By a lucky chance, it happened that in the very same town there were seven artists that stupid people would call "grown-ups" who were really young enough to understand all about it and want to help. One of them was Frederic Dorr Steele (whose illustrations, as of course you know, have helped you enjoy so many stories), and exactly one week before the fair was to be held he had an inspiration. He called up the other six artists and asked every one of them to paint a poster—a big gaily coloured poster that would tell the people in the town just when and where the fair was going to be. He asked them to have the posters done that afternoon, for when one is really very young, a whole day is a long time in which one may accomplish a great deal. We are afraid the artists (who were used to being treated as grown-ups, you know) were a little surprised,



Henry Raleigh's poster showed one of the young women who had worked so long to help end the war

HAS YOUR FURNACE ENLISTED, MADAME?

Coal Has Come Out of the Cellar and Into the Limelight, and It Behooves Us To Assist Dr. Garfield at Its Début

IF YOU WANT TO UNDERSTAND—

If you want to understand more about the coal situation—for yourself, your club, your servants—order the following pamphlets. But, since paper also means coal, don't order them unless you mean business:

Fuel Facts

from the U. S. Fuel Administration, Washington, D. C.

Speakers' Pamphlet on Coal Conservation

from the U. S. Fuel Administration, Washington, D. C.

Save Fuel When You Cook

from the U. S. Food Administration, Washington, D. C.

Let the Fireless Cooker Help You

from the U. S. Food Administration, Washington, D. C.

Saving Fuel in Heating a House

from the Bureau of Mines, Washington, D. C.

EARLY this spring the two white horses moved into the Post Office. They also moved into the Railway Station. One saw them between the "Teufel Hunden" on the balustrade outside the Public Library steps, and they were given to wrapping themselves tenderly around unoccupied pillars no matter where found. Every place they went, they pulled a great black cart after them, and, having backed it up to the sidewalk, full in the public eye, they stood still on their big fringed feet and said in tall black letters, "Order Coal Now."

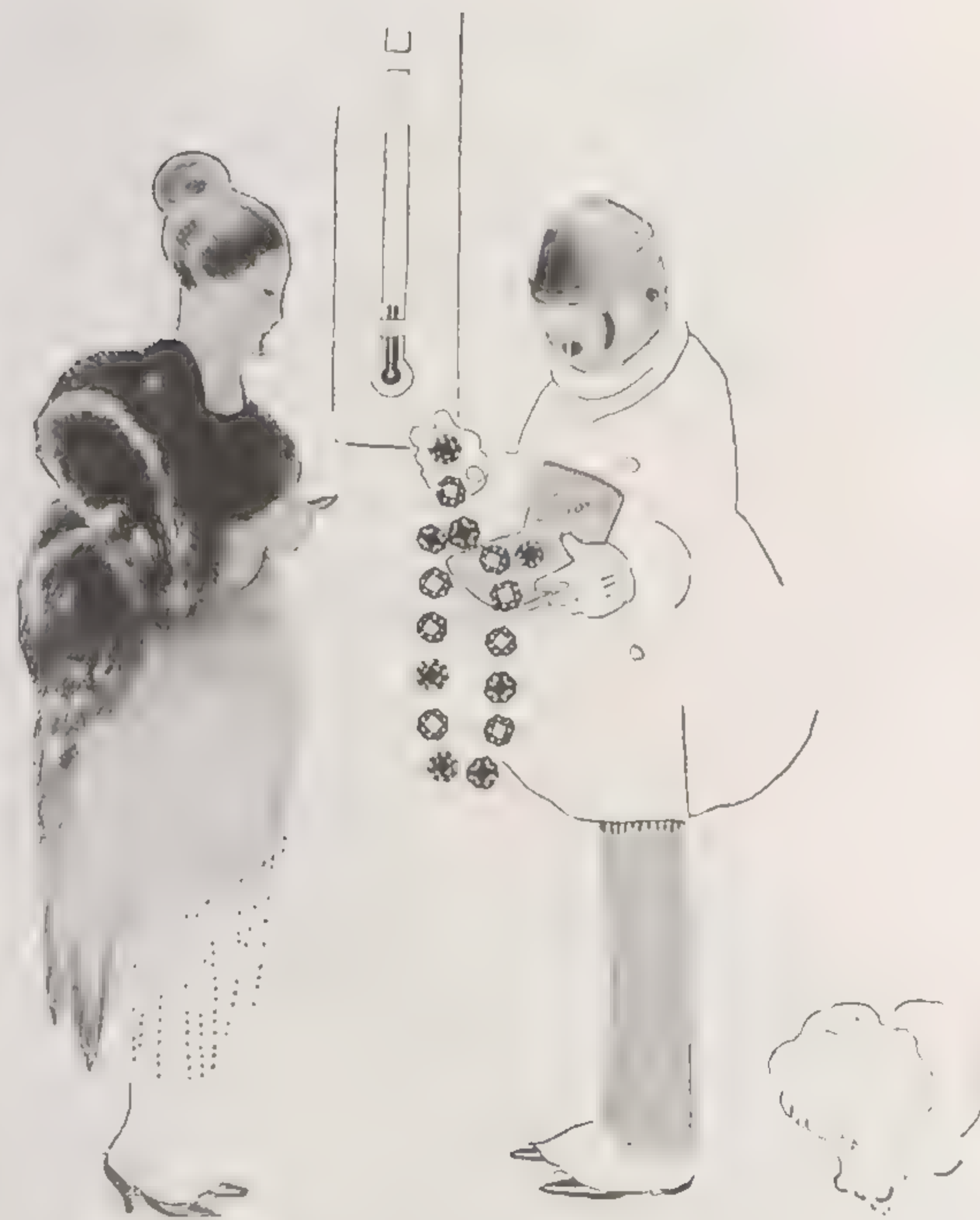
They were the most noticeable thing the Fuel Administration did in the way of printed matter. But they weren't the only thing—oh, no. One may demand coal from the coal man, only to have him shudder and hang up the receiver. But when one demands coal nowadays from any branch of the Government, to say nothing of the various universities and the Smithsonian Institution, one gets coal—coal—coal. The only trouble with it is that it's printers' coal, delivered

so literally by the page and not by the ton.

This literature about coal is of more sorts and sizes than the precious anthracite itself. It ranges all the way from Bureau of Mines pamphlets with pages of tables on the "behaviour of Pittsburgh Bituminous in a small experimental furnace," and other pages anent gas composition that would make a scarlet fever chart turn pale with envy, down to surprisingly understandable sheets bearing the imprint of the Food Administration and an X-ray picture of one's kitchen stove with all its internal workings laid bare to the public gaze. The Fuel Administration proper presents its compliments in an orange-backed booklet with the facsimile of a sizable grate fire on top, and inside, everything about coal from the time the dinosaur rubbed shoulders with it in the primeval forest, down to the day when President Wilson lured Dr. Garfield away from Williams College to nurse it through its present delirium. From all of which it appears that coal has come out of the cellar and into the limelight.

It would be easy to go through the pile of propaganda for the clean ash bin and come out with a necklace of figures the least of which would entitle one to rub noses with infinity. But there isn't one person in a hundred who gets any sensation out of numbers beyond the vague wish that they'd been left out. Nobody cares particularly how much coal was mined and burned in America last year; everybody, on the contrary, remembers vividly that it wasn't enough. And yet, even at that, it was more than ever before in the history of a nation devoted to coal to an extent known to no other nation in the world. Despite the smaller number of miners, due to the draft and the munitions factories, despite the crowding of the railroads with soldiers, food for them and for our Allies, munitions, steel for ships, and the thousand and one other things that war has piled into the freight cars, we managed to mine and transport and burn more coal than ever before in our history. But these very demands that

A little in advance of the opera season comes the cellar lecture, now so popular among our best people. Madame is explaining to Jules and the furnace man that every three-inch shell we fire takes ten pounds of coal



When choosing a gift for one's best friend this Christmas, the claims of coal should not be overlooked, particularly if the poor thing lives west of the Mississippi

caused such unheard of production have themselves grown enormously in the past twelve months. Last year's coal quota won't do—not by one hundred million tons. There's a figure, if you will, that is worth remembering. Perhaps you can get the size of it better if we say that the extra coal needed this year—not the total coal, mind you, but just the extra coal—would take for its transportation sixteen solid trains on sixteen parallel tracks reaching from New York to San Francisco.

The Fuel Administration has laboured all summer with the operators, the miners, and the public. The mines have very small facilities for storage. Every ton safely stowed in your cellar leaves the lines of communication one ton clearer for somebody else's coal. The richest and the poorest consumers in New York, for example, live from hand to mouth in the matter of coal—they always have, and, lacking a miracle,

HOW TO SAVE COAL

Start furnace and kitchen range fires as late as possible. Forget the first few cool autumn days.

Raise window curtains during the day to admit sunlight, for that is free heat.

Weather strip all doors and windows and put asbestos around all furnaces, boilers, and cellar pipes.

Reduce the home temperature to 68 degrees. Do not wait until the mercury shows 74 degrees before closing drafts.

Bedrooms where windows are opened for the night should be shut off from heat.

Wear heavier clothing.

Thoroughly clean soot from pipes and boilers.

Burn oil, wood, coke, and bituminous coal when possible. Use gas for cooking and heating.

Use heavy draperies on doors and windows. This aids in husbanding interior heat supply.



THE ART WAR RELIEF

The Art War Relief is making up Christmas boxes for refugee children. If you will get together boxes or packages of warm serviceable clothing, either new, made over, or old, for children, and send these packages to the Art War Relief, they will be forwarded to the children of our Allies.

This organization also needs for its work donations of clothing of all kinds, materials, shoes, kid gloves, and leather for making soldier's waistcoats, stockings made into thrift shirts (patterns sent on request), artist's materials for the Y. M. C. A., old silver, and jewellery.

The Art War Relief, at 661 Fifth Avenue, is supported by voluntary contributions, by monthly donations from art organizations, and by penny boxes placed in art societies, art schools, in the Knoedler and the Gorham Galleries, and in the Metropolitan Museum of Art, and the Brooklyn Museum. It calls for the cooperation of every artist.



© Underwood & Underwood



Copies of this bronze Victory medallion designed by Paulanship are sold at ten dollars each for the benefit of artists in need

These are the officers and the executive committee of the Art War Relief. Reading from left to right, in the front row: Mrs. Daniel Chester French, Miss Mary Hoffman, Mrs. John Henry Hammond, Mrs. Ripley Hitchcock, Miss Maud M. Mason, Mrs. Ernest Peixotto, Miss Elizabeth Hunter. In the back row, reading from left to right: Miss Cecelia Beaux, Mrs. François M. L. Tonetti, Miss Constance Curtis, Miss Malvina Hoffman, Mrs. Herbert Adams, Mrs. John W. Alexander, Mrs. James Rogerson, Mrs. Charles C. Curran, Mrs. Henry Mollet, Miss Olive P. Black

THE expressman brought a big box from Texas into the Art War Relief rooms, at 661 Fifth Avenue, the other day. In one corner of its wrapping paper was marked, "For the Children of the Allies," and the workers grew wildly enthusiastic as they unpacked its contents of warm clothing, made from material already used. There were little hoods and capes made from old baby blankets, patchwork baby quilts made of odd squares of gingham and calico; there were coats, and socks, and petticoats, and dresses, and they were all "made overs" and all warm and pretty and practical.

Packing Christmas boxes for the children in the devastated regions of France is the work in which the Art War Relief is specializing at this particular moment, but the list of their war relief activities is long and varied. It seems very natural that artists and art students should be working for France, for there is hardly an artist living who would not be glad to repay in some way, however small, "the debt we owe to France"—a debt which, in the case of an artist,

usually includes some of the happiest and most stimulating hours of his life.

As war relief work is most effective when done as a body, instead of by scattered individual effort, no matter how enthusiastic, the Art War Relief was organized in December, 1917, by Mrs. Ripley Hitchcock, in order that various local and national art organizations, as well as individual artists, artisans, and others interested in art work, might have a chance to work efficiently. Mrs. Hitchcock, as chairman, has been assisted by Miss Maud M. Mason, as corresponding secretary, and by other able officers and committees. The Art War Relief is incorporated with the American Red Cross Society as Auxiliary 282 of the New York County Chapter of the national organization.

One of the important works of the Art War Relief is the painting of landscape targets for use in instruction in training camps. The first landscape target used by our new National Army was made by Captain Robert Aitken, Machine Gun Company, 306th Infantry at Camp Upton.

Captain Aitken had seen the lithographs used in the British Army and, finding that these targets were of great importance to training men to visualize objects in the open, he tried to procure some from Washington—without success. Miss E. Mabel Clark, Miss Florence Waterbury, and Mr. E. M. Ashe, the illustrator, painted some of the first targets, which were 5 x 12 feet. Mrs. Hitchcock soon afterward appointed Mrs. Magonigle chairman of the Painters' Committee, and the target painting was put in the charge of this committee. Since then, by the expenditure of a few hundred dollars and a great deal of energy, there have been sent, up to September 15th, to twenty-five cantonments and three New York Guard Armories, three hundred and ten landscape targets. This has been accomplished with the cooperation of the Van Meer Studios and the Salmagundi Club who formed a War Service Committee to paint these targets, and they have to date sent away through the Art Relief, sixty-nine canvases. This Painters' committee of the Art War Relief has been tremendously helped by the invaluable and untiring assistance of Mr. H. Bolton Jones and Mr. Harry L. Hoffman. This work has not only

given the painters a chance to contribute their patriotic service, but it has also helped the officers of the Army in establishing a method of training which is, according to military authorities, of the greatest importance. The Historical Department of the War College at Washington has taken an interest in this work and has procured many of the targets for their permanent records.

These landscape targets, which are used for classroom instruction only, serve many and varied purposes, such as for teaching men to

Three hundred and ten of these targets painted to represent French landscapes, and measuring 5 x 12 feet, have been done by the members of the Art War Relief and are now in use in the various camps in this country





Among the many objects of interest in the living-room of Mrs. Edward A. Shewan's apartment are a magnificent old Spanish red lacquered high case secretary, two old Rouen vases in the windows, and a quaint green lacquered Louis VI Car-tel clock between them

DECORATIONS BY KARL FREUND

THIS DISTINCTIVE NEW YORK APARTMENT CONTAINS MANY INTERESTING VISTAS AND A COLOURFUL COLLECTION OF OBJETS D'ART PLACED WITH DUE REGARD TO THE ROOMS AS A WHOLE



An unusual way to treat a narrow hallway is illustrated by this photograph showing two old painted Chinese wall panels connected by a painted mirror panel. The Chippendale console table holds a white and gold covered jar of Oriental Lowestoft

The canopy of eighteenth century painted silk and the screen showing an Eastern landscape painted on transparent pergamyn give the bedroom an air of distinction. On the mantel are two crocus pots of old W held on with electric lighted flowers



(Left) Beatrice Beckley is always playing these old-fashioned wives. Last season it was "Why Marry?"; this year it's "An Ideal Husband," that best of the brilliant plays of Oscar Wilde. Miss Beckley makes a most lovely Lady Chiltern, who adores her sham of a husband



Charlotte Fairchild

Tavie Belge has some charming songs to sing in "Fiddlers Three," and she sings them charmingly. Alexander Johnstone has woven his music around the fortunes of three violin makers who compete in the annual contest at Cremona, and the piece marks a return to the "opera comique" from which our present musical comedy descends

Baron de Meyer



Moffett



Charlotte Fairchild

Elizabeth Risdon, seen last year in "Seven Days' Leave," has come back to us again, this time with Otis Skinner in "Humpty Dumpty," that bit of blithe fooling by Horace Annesley Vachell, wherein a barber wins the House of Lords and loses it again to the joy of everybody concerned, including his once-despised friend, Crissie

Ada Meade as Georgette Breval, a pretty French actress, by adopting a dashing officer as her "godson," that pleasant French war-time custom, precipitates all the complications with which Guy Bolton and P. G. Wodehouse have embroidered the music of Ivan Caryll in "The Girl Behind the Gun," a delightful musical comedy of life in Paris

S E E N o n t h e S T A G E

IT has frequently been figured out by calculating managers that, at least nine-tenths of the drawing power of a new play must be derived from the momentary interest of its subject-matter. The average citizen knows little and cares less about the technique of the drama. He desires, first of all, an engaging story that shall present a group of interesting characters and shall deal if possible with some topic that he has already turned over in his own mind. The average person, when he attends the theatre, likes to be reminded that he knows what he knows. The public mind is journalistic; and timeliness of topic offers, therefore, the quickest avenue to immediate success in the theatre. This, of course, is the reason why we are now besieged by at least a dozen war-plays and why the tricky German spy has become, for the moment, the predominant figure on our stage.

POPULARITY VERSUS LONGEVITY

But criticism is required to transfer its basis to another point of view when the problem of longevity is brought up for consideration. Timeliness of topic is helpful toward immediate success, but it is likewise harmful in those after years when what are called "revivals" are projected. No play, in the entire history of the theatre, has ever succeeded in outliving its own period except by virtue of some manifest merit of technique. After a dramatist is dead, his plays must also die, unless they have been embalmed by the only "antidote against the opium of time"—which is, of course, the note of undeniable accomplishment in structure, or, at the very least, the note of style in dialogue. An unquestionable technical adroitness, either in respect to construction or in respect to style, is the only thing that can keep a play alive in the theatre when once its timeliness of subject-matter has been ticked away.

Oscar Wilde was not regarded, a quarter of a century ago, as a dramatist of primary importance; yet his plays sustain the burden of "revival" more easily than those of any other of his foregone contemporaries, excepting only the even more technical Pinero. The reason for this fact is based upon the premise that Wilde's dramatic works were less remarkable, from the very outset, for the soundness of their subject-matter than for their sheer adroitness and dexterity. Wilde was not endowed by nature with any "message" to convey to his immediate contemporaries; but he was an almost superlatively clever artisan, and any artistic project that he chose to undertake was touched with his authentic note of cleverness.

WILDE'S CONSUMMATE TECHNICAL DEXTERITY

There is nothing, for example, in the subject-matter of "An Ideal Husband" that could possibly attract the over-worked attention of the journalistic public of to-day; yet the current presentation of this relic of a past age of the theatre is emphatically worthy of attendance, because of the manifest adroitness of the dramatist in marshalling and delivering his hollow and unprofitable comments on the "problems" of Victorian society. After all, it remains a won-

Though There Are Many War Plays This Season, New York Sees a Wilde Revival And Two Imported Operettas of Merit

By CLAYTON HAMILTON



Charlotte Fairchild

That Constance Collier, late adored Duchess of Towers, of "Peter Ibbetson" fame, can be as charmingly frivolous as once she was charmingly earnest is proved when she plays Mrs. Cheveley, the adventuress in "An Ideal Husband," now being produced at the Comedy Theatre by a brilliant group of actors

drous thing to be able to calculate a fabric for the theatre, and to plan and point the necessary lines, so cleverly as Oscar Wilde was able to attend to these technical details a quarter of a century ago. This man has long been dead; and there is no longer any motive for over-valuing or under-valuing his work. The world at large is now ready to admit that, though Oscar Wilde had little to say, he said this little with consummate technical dexterity; and, for this very reason, his contributions to the theatre are likely to live longer than those of many bigger and better men. The content of his work is negligible, but the form is fine; and finished form is a valuable preservative.

"AN IDEAL HUSBAND".

"An Ideal Husband" was first produced in London on January 3, 1895; and before the end of the same year it was also presented in New York, at the old Lyceum Theatre. The current revival—mistakenly announced as the first American production—was arranged by John D. Williams, in association with Norman Trevor and Cyril Harcourt. Messrs. Trevor and Harcourt have assembled an excellent stock company, with the view of presenting a series of plays at the Comedy Theatre; and this first item on their programme is auspicious of a worthy season. The piece is admirably acted and directed; and the cast includes such able players as Constance Collier, Julian L'Estrange, and Beatrice Beckley.

"An Ideal Husband" reveals Oscar Wilde at his best and at his worst. The story of the play is artificial; but this story is projected with every evidence of the author's mastery of theatrical means. The emphasis of surprise, for instance, is employed more adroitly in this composition than in any other play of Wilde's. Furthermore, the wit of the dialogue rivals frequently, and even at certain times excels, the sheer brilliancy displayed in the writing of "The Importance of Being Earnest". When it comes to coining epigrams, even so clever a performer as Mr. Bernard Shaw is overmastered easily by his earlier fellow-countryman. But, on the other hand, the moral philosophy which is preached forth in the text of "An Ideal Husband" must now be rejected, not merely because it was punctiliously dated as Victorian, but also because it was always absolutely shallow. The play appears to teach the philosophic lesson that, as the world wags, it is less serious to commit a venal crime than it is to be found out. The Victorian fetic of "respectability" is regarded as a matter of more consequence than the less ornate ideal of downright honesty. As a commentator on the morals of his generation, Wilde suffered obviously from his lack, not only of a lofty, but even of a definite, ideal. But, on the other hand, his moral detachment and disinterestedness contributed very clearly to an unimpeded expression of his incomparable gift for cynical satire. No richer part was ever written for a comic actor than the part of the satirical Lord Goring in "An Ideal Husband". Nearly every line assigned to Goring seems to crackle with the crisp clear flame of Oscar Wilde's inimitable wit.

"TEA FOR THREE"

High comedy is so rare in America that Roi Cooper Megrue should be particularly complimented for the prowess that he has revealed in writing "Tea for Three." This piece is not only the most entertaining fabric that has thus far been manufactured by this indefatigable playwright, but it also registers a very clear advance from the point where Mr. Megrue appeared to be contented, for the moment, to capture the easy plaudits of the public by a clever readjustment of admittedly reliable theatrical expedients.

The subject-matter of "Tea for Three" is inconsiderable, and the appeal of the piece is based frankly upon the cleverness of the dialogue. Mr. Megrue set himself a hard task when he decided to aspire to that lofty rank of comic writers which has been rendered most illustrious by a long line of gifted Irishmen, from Sheridan, through Oscar Wilde, to Bernard Shaw. But the colloquy of this comedy of conversation is so amusing and is so replete with ready cues for laughter, that there seems to be no doubt that Mr. Megrue has succeeded in his ambitious undertaking.

The story of the play is unimportant. We are confronted frankly with the traditional triangle, composed of a wife, a husband, and a *tertium quid*. The third person, in this instance, is gifted by nature with an airy wit, and decides to clarify the situation by pricking the rather stodgy husband into a spasm of jealousy so absurdly acute that it will naturally cure itself by virtue of its own extravagant extremity. This imaginative plan is crowned ultimately with success, after we have been led by the author through a region of sheer wit so tingling that it overpasses the bounds beyond which an average audience is willing ordinarily to plod along on an expeditionary venture. It happens all too seldom in New York that the playwright is more clever than the audience; and a victory of this kind should be celebrated most emphatically.

The three important parts in this triangular comedy are cleverly played by Arthur Byron, Margaret Lawrence, and Frederick Perry; and the piece has been admirably staged under the direction of the author.

"HUMPTY-DUMPTY"

Horace Annesley Vachell is not a practiced playwright; but he is, at least, endowed with a native gift for story-telling that nearly always stands him in good stead. His best plays reveal a novelistic interest which is sufficient to compensate for their theatrical defects. "Quinney's", for instance, was not an able play; yet it exercised the sweet weak-sister sort of charm that may be radiated by

a poor play that has been written by an obviously able novelist.

Mr. Vachell's latest effort, "Humpty-Dumpty", is inefficiently constructed, from the point of view of immediate theatrical effect. Half a dozen practiced artisans along Broadway would have been ready, at short notice, to improve the project if they had been summoned, at the eleventh hour, to collaborate with Mr. Vachell. Yet the piece undeniably propounds an airy and inconsequential sort of charm, which results apparently from the careless method of its narrative.

The author, dealing once again with the traditional subject of a sudden and drastic overturning of the accepted order of social precedence,—which subject was discussed with an almost classical finality by Sir James Barrie in "The Admirable Crichton",—attempts to satirize the fabric of contemporary British society by imagining a set of circumstances that would

suddenly require a hair-dresser from the hypothetical town of Swanscombe-on-the-Sea to assume an unexpected seat in the House of Lords. The necessary plot has been laboriously complicated; and the resultant play might easily be attacked, from the technical point of view, by a critic whose artillery had not been spiked by the quite considerable charm of Mr. Vachell's gift for narrative invention. A project that smilingly presents itself as a sort of fairy-story is not a matter that can easily be frowned upon.

"Humpty-Dumpty", furthermore, is admirably acted. The part of the flamboyant hair-dresser who is permitted, for an act or so, to lord himself in ermine affords to Otis Skinner a very welcome opportunity for displaying that fluent shoulder-sweep of gesture which he has inherited, by honourable practice, from our vaunted "older school" of actors. The cast of "Humpty-Dumpty" contains, also, Beryl Mercer, who plays the part of Otis Skinner's mother.

There is no finer artist than Miss Mercer on the stage today; and it is always an especial pleasure to enjoy the exhibition of her meticulous technique.

"ANOTHER MAN'S SHOES"

"Another Man's Shoes", by Laura Hinkley and Mabel Ferris, was an unusually clever play; and, if an accident of the theatric calendar had not required it to open in the midst of a week when no less than ten new plays were offered for consideration, it would have received a greater measure of critical appreciation than has been accorded to it in the press.

The story deals with a novel problem in the interesting field of dual personality. Several weeks after a serious railroad accident, the hero wakes up in bed. He believes himself to be an unattached and impecunious young man named Richard Trent; but his doctor, his nurse, and every other person who comes about his bedside, assure him that he is a wealthy married man named Richard Craven. Craven's lovely wife accepts him as her husband; and the situation of the hero is seriously complicated by rea-

(Continued on page 102)



Maurice Goldberg

Phoebe Foster plays that charmer of our youth, the lady circus rider, in "Mr. Barnum," a thing of sawdust and sentiment founded on the life of the great American showman. Harrison Rhodes and Thomas A. Wise are the authors



Charlotte Fairchild

Sidonie Espero, our most cherished souvenir of the late lamented "Kitty Darlin'", has a real singing and acting part in "The Maid of the Mountains," an English production, rich in scenery and costume, imported by the managers of that spectacular production, "Chu Chin Chow"



Abbé



Abbé

Having loved and suffered as Willie Baxter in "Seventeen," Gregory Kelly came back as fourteen-year-old Jonathan in Stuart Walker's "Jonathan Makes a Wish." Let's hope the wish wasn't for a long run—for Jonathan is no more

Lorna Volare makes life miserable for her adopted father and happy for the audience in "Daddies," where she plays a Belgian orphan



It's a whole street costume in itself—this warm long coat that covers the other half of this two-piece costume in grey broadcloth and taupe silk.

When the coat at the left is removed, one is dressed in the smartest possible frock of a type that is suitable for a wide variety of winter occasions.

DRESSING ON A WAR INCOME

THE two-piece costume is one of the most successful of the war-time fashions which have been adopted by Paris. It is not only practical, but it is very charming, as well, and it is not easy to combine two qualities of such opposite natures. As to the order of importance—here the tables are completely turned. Well can we remember the days when charm and chic were given first consideration, but now one must be practical above all things. It is far better to be prepared for a few heatless weeks in mid-winter, as experience has taught us, than to choose a costume without warmth, however smart and charming it may be. We can not turn a deaf ear to the cry of economy and conservation. And there is no other creation that quite fits all the requirements of the times as does the two-piece costume—a costume combining a one-piece dress and a top-coat of ample length. A thick material is used, such as velvet, wool velours, duvetyn, broadcloth, or homespun. Sometimes satin or chiffon is used in the upper part of the dress, and very often satin combined with velours or duvetyn is used in the coat. In some instances one finds the entire coat of satin in a heavy dull quality, but, looking further, one discovers that it is lined throughout with the heavy material of which the accompanying dress is made.

A COSTUME OF ECONOMY

This two-piece costume is all economy. In the first place, it is warm and saves fuel, and, in the second place, it is dark in colour and saves labour, as it needs no laundering. In this costume one is dressed for the street, comfortably and smartly, and yet one has a simple and entirely different frock for the house, for luncheon, or for the matinée. The coat and the dress usually combine the same materials. "This ties them

The Two-Piece Costume, Combining a

One-Piece Dress and a Coat, Proves

The Most Successful War-Time Fashion

Note—For the duration of the War Vogue will conduct this department to meet the needs of the woman with a war-reduced income. If any special problem confronts you, write to Vogue, 19 West 44th Street, enclose a three-cent stamp, and it will answer without charge any individual question on dress, will suggest ways of altering frocks, assist in planning a wardrobe, and suggest patterns. Vogue will cut a pattern of any costume shown in this department at the special rate of \$3 in size 36; other sizes, with pinned as well as flat patterns, \$5

to each other, making a much more impressive costume," one dressmaker explains.

In Paris many of the two-piece costumes are very lovely, and yet retain their practicality. One from Bulloz, for example, is in striped grey chiffon and taupe duvetyn, and the coat is trimmed with thick rabbit fur dyed taupe. The chiffon, which is very light in colour, makes up

the main part of the dress, and uneven bands of duvetyn finish the bottom. The duvetyn coat is lined with the chiffon and is three-quarter length to meet the bands at the bottom of the skirt. A deep collar is made of the dyed rabbit, and the bottom of the coat is finished with square patches of the fur. Such a combination as this may be worn to the most formal war-time entertainment, even in the evening, for in Paris there are few evening gowns at the present time.

A more elaborate combination is shown in a two-piece theatre costume by an American designer. It is of navy blue duvetyn and cloth of gold heavily embroidered in navy blue chenille. The coat of the duvetyn comes to just below the knees and meets a twelve-inch band of the duvetyn at the bottom of the dress. The upper part of the dress is of the cloth of gold, embroidered, and is a straight slip cut with a round neck and long tight sleeves. Unbelted and without a tuck or the slightest suggestion of fulness, this design is as simple as possible, but the gorgeous and expensive combination of materials gives a most elaborate effect. The coat is lined with a soft gold coloured crêpe de Chine. This model is really very practical in its own way, as it serves perfectly for an evening gown, may be worn for luncheon or for any similar affair, and yet is a conservative and smart costume for the street. One may even venture on the street car or bus in such a dress, as the "hidden splendour" is concealed until one removes the coat in the theatre or drawing-room.

OF GREY BROADCLOTH AND TAUPE SILK

An interesting example of the two-piece costume is shown in the sketch at the top on this page. It has a simple one-piece dress of a heavy material embroidered in braid or black silk—a fashion that is much worn by the Parisienne.



A frock that combines a black satin bodice with a tan velours skirt would be certain of success—even if it hadn't a coat to match (shown at the right), to take it out of doors

tight sleeves and the new high standing collar are finished with a narrow band of taupe dyed squirrel, and the entire coat is lined with taupe satin. The combination is new and very smart, of a type featured in Lucile's latest creations.

Black satin is used with everything nowadays, and its success is surprising and unexpected. An unusual combination, shown in the two sketches at the top on this page, is tan velours combined with black satin. These materials combine particularly well, because of the contrast of both colour and texture. The bodice of the dress, sketched at the upper left, is cut on the new waistcoat lines and marked delicately with beige embroidery. The skirt and long tight sleeves are of velours, and a simple collar of beige batiste edged with real lace finishes the neck. Most unusual is the skirt with its tan panel loops at either side, lined with black and falling over a straight skirt. The coat, sketched at the upper right, is of black satin lined with the tan. Until one sees this combination, it is difficult to imagine how very attractive it is. It is also practical, however, as satin of a heavy durable quality wears remarkably well. The coat is made up on rather tailored lines, slim, straight, and marked with fine cordings of the satin around the waist. A soft shawl collar of kolinsky squirrel is used, and this blends beautifully with the materials. This practical combination makes a costume that is quite appropriate for all occasions during the day.

THE POPULAR BLACK COSTUME

An all-black costume that combines black duvetyn and black satin is shown in the sketch at the bottom of this page. This is not only a becoming and even flattering combination, but it is also a favourite one, for black, in all materials, is the colour of the season. Simplicity is the keynote of this design, for there is not the slightest suggestion of trimming. The chemise line is observed in the over-tunic which is really made of two wide panels of duvetyn held together at either side by narrow panels. Where the panels meet under the arms, a long strip of black satin is used.



This black satin coat is true to the frock it belongs to (the one sketched at the left), for it has chosen the same tan velours as the warm lining for all its smart slender satin length

In this case pale grey broadcloth is strikingly run with narrow braid in taupe silk, and the bottom of the frock is embroidered in the taupe silk and in taupe silk braid. The gown is of a straight chemise design, narrow at the bottom, with a soft belt of the broadcloth tying about the waist and crossing in the back. A frill of net with picot edges finishes the neck and sleeves. Over this dress is worn a coat which is shown at the left in the sketch and which is made of the grey broadcloth combined with the taupe satin and trimmed with the embroidery on the dress. The combination of light grey and taupe is very interesting. Broadcloth covered buttons fasten the front of the coat, and at the waist there is a narrow belt finished with the embroidery. The sleeves of the coat are in the taupe satin and are cut on deep kimono lines to below the waist, giving the blouse effect so favoured by Callot. Long



That there's not a single colour, this season, that even pretends to rival black in popularity, is a fact borne out by this satin and duvetyn frock of straight becoming chemise lines

The neck, both back and front, is outlined by narrow bands of black satin, and the underskirt is of the satin, while the long tight sleeves are of the duvetyn. The coat worn with this dress is also severely simple and made of the two materials. The lower part is of duvetyn, and the upper part, with deep kimono sleeves, is of satin with a duvetyn collar. At the back the coat runs into a short circular cape which is lined with the duvetyn, as is the upper part of the coat. In other words, wherever there is satin, there is a lining of duvetyn, and wherever there is duvetyn, there is a lining of satin, thus making a very warm and practical coat. There is no trimming, but the seams are emphasized by stitching in coarse silk threads, the buttons are covered with duvetyn and the button-holes are tailored and well finished—small things which make a great difference.

Wherever this coat is black satin, it's lined with black duvetyn, and wherever it's duvetyn, it's lined with satin. The coat and dress belong together and make a charming costume

SEEN in the SHOPS



The evening shades that are so pretty and so becoming are used for this soft silver-georgette frock of Georgette crêpe; \$31.50



It's the unusual, and most becoming, black scroll veil, held in at top and bottom with narrow silver ribbon, that makes this little turned-up velvet hat so particularly charming; \$23.50

Note—Addresses of the shops will be furnished on request, or The Shopping Service of Vogue will buy for you without extra charge. Address Vogue Shopping Service, 19 West 44th Street, New York

THE extreme simplicity of the mode this season makes the wearing of a smart hat imperative if one would look individual. Although just the right hat is often difficult to find, the ones sketched on these pages are, in all but one instance, copies of French models, and they are well made and varied in line and material. The model sketched just above on this page is a plain panne velvet hat with a turned-up brim. The interest of this hat lies in the adjustment of the black scroll veil which is softly gathered to the crown with a narrow bit of silver ribbon and is caught in at the throat with a band of silver and black ribbon. The hat sketched at the top on page 98 is of a totally different character. It is made of black hatter's plush with narrow silk binding to increase its very tailored look, and it flares sharply at one side and is decidedly straight at the other. A horizontal ornament of cocque feathers is the only trimming. The small neck-piece shown in the same sketch is an unusual value and very smart in addition. It is of silver kit fox, double, and of a convenient length. This is an excellent model. Velours in a lovely soft brownish

taupe is used for the coat sketched at the lower left on this page. It is ingeniously cut with a high yoke at the back from which the rest of the coat hangs in soft folds. The collar may be worn fastened across, as illustrated, or rolling softly away from the throat in a shawl effect. The hat sketched with this coat is a cylindrical toque of hatter's plush with narrow strips of grosgrain ribbon alternating with strips of soft silky fringe of the same ribbon. This fringe is so closely applied that it gives the appearance of silky fur.

The suit sketched at the lower right on page 74 is quite a departure from the usual ready-made suit. It has the soft outline and the attention to detail which are usually found on clothes made by a skilful dressmaker. The material may be duvet de laine in taupe, navy blue, terracotta, or reindeer, or velours in small chic checks. These checks are in soft colours, blue and tan, or grey and peacock blue and are so blended that the effect is soft. The pocket is set into the plait of the coat, and the slightly gathered back is finished with a shoulder-length yoke. The straight skirt is finished at the hip with a pocket of the same shape. Two-



When one is snugly buttoned into a soft taupe velours coat, warm, and long, and high of collar, one has no dread of winter weather; \$49.50. The plush hat is trimmed with ribbon; \$22.50

A black satin frock, as becomingly made as this one, is simple enough for daytime and smart enough for any time; \$37.50. Hatter's plush makes the big black hat; \$23.50



An old-fashioned quilting stitch makes the new-fashioned scallops on the tucks that trim this hand-made batiste blouse; \$5.50. The hat with its drooping brim all the way round and its soft becoming crown, is fashioned of velvet with a big bow made of feathers; \$22.50

toned bone buttons are used. The hat in the sketch is a velvet toque which makes no attempt to have a definite outline, but follows the lines of the head and coiffure. Small bits of velvet appliqué are used to suggest innumerable flowers. This hat may be ordered in dark blue, brown, black, terra cotta, and a very deep shade of rose.

OF BLACK SATIN

Sketched in the lower middle on page 73 is a black satin frock which would be a valuable addition to a winter wardrobe. Its simplicity makes it practical for all times of the day, but the individuality of silhouette makes it particularly interesting for informal occasions. The satin is of unusually good quality and shows to great advantage in the bias folds which form the many tiered skirt. The narrow collar is lined with old-gold satin, and the buttons on either side of the blouse and on the sleeves are acorn-shaped and covered with the black satin. The rather large hat shown in this sketch is of hatter's plush bound with grosgrain ribbon. It rolls up most becomingly at the back. A grosgrain ribbon encircles the crown and ends in a large soft bow which has been accordion pleated and fringed, giving an attractive finish.

FOR EVENING WEAR

The sketch at the upper left on page 73 shows a very charming evening gown simply made of layers oforgette crêpe in turquoise blue, rose colour, or orchid. Over a straight slip hang three straight panels edged with narrow silver fringe, and over these hang gracefully draped aprons. The bodice is V-shaped in the front with a straight piece of the material softly draped from shoulder to shoulder, and the sleeves are tight, short, and edged with silver stitching. The same silver stitching is used to outline the neck and the edge of the aprons. A narrow



The lovely colours in which this blouse may be had, and the soft pleated ruffles that are used as trimming are two of the reasons for its charm; \$8.95. The velvet hat has a soft double brim; \$23.50

girdle is made of a fold of silver ribbon with one cluster of vari-coloured flowers.

The skirt shown in the sketch in the lower middle on this page is a wool mixture of black and white shepherd's plaid with black bone buttons used on the pockets and the belt. The blouse is made of a new and attractive soft washable silk. This model is exceptionally well cut and made. The collar is slightly flaring, as are the cuffs, and small pearl buttons are used as the fastening. In the same sketch is a hat of black and white grosgrain ribbon which is soft and practical for sports wear.

A VARIETY OF BLOUSES

The blouse sketched at the upper left on this page is oforgette crêpe in French blue, tea-rose, heliotrope, flesh colour, white, or black. Clusters of tucks are used horizontally

and vertically, suggesting a plaid. The collar is divided at the back where the blouse opens and falls in a soft cowl effect in the front. Knife pleated ruffling finishes the collar and cuffs and two fine lines of drawn-work trim these ruffles. The hat shown in this sketch illustrates one of the most noteworthy features of the millinery of this season—the soft brim which is seen on so many of the French hats. In this particular instance it is obtained by joining together two separate panne velvet brims with a piece of inch-wide grosgrain ribbon. The flowers and leaves which encircle the crown are of the velvet bound with the ribbon. Also oforgette crêpe, in flesh colour, is the blouse sketched at the lower left on this page. The bib-like collar is used in the back, where the blouse opens, as well as in the front, and it is edged with fine silk fringe. The sleeve is finished with a deep cuff and with pearl buttons and has a slightly flaring slash just above the cuff. Velvet and satin are used in the black hat shown in the same sketch.

(Continued on page 98)



Cosily warm for coal-less days is this graceful enveloping negligée made of albatross; \$22.50



Two signs by which we may know that a blouse is new and smart are the bib collar and the fringe which trim this model inorgette crêpe; \$6.95. The hat is of velvet and satin; \$22



A well-cut skirt of plaid wool, a plain washable silk blouse, and a black and white sports hat are the best possible companions for almost any autumn sport. Skirt, \$12.75; blouse, \$8.50; hat, \$16.50



As soft in outline and as well-made as a "made-to-order" suit, is this one of duvet de laine or velours. In duvet de laine, \$67.50; in velours, \$78.50. The hat is of soft velvet appliqué; \$19.50

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SEATTLE: The Griffin Specialty Shop, 1602 Second Avenue

LONDON, E. C.: ENGLAND: Vogue Pattern Room, Rolls House, Brems Building



Frock No. U4498. An attractive chiffon frock may have a layer of sheer material veiling the waist and a button-trimmed apron panel at the shirt front



Frock No. U4499. This buttonless and smart slip-on frock is cut in two pieces, and the skirt has a sash looped through the girdle to give the effect of drapery



Frock No. U4496. The lower edge of the long surplice waist of this velvet frock is turned up and faced with satin



Frock No. U4502. The long lines, the narrow belt, the back panel, and the graceful draping all give slender lines



Waist No. U4500. Skirt No. U4501. A frock of satin has a becoming surplice collar and a side-tiered skirt



Waist No. U4257. Skirt No. U4258. On a frock of satin, the slip-on overblouse may be of satin, matching the skirt, with sleeves, vest, and tunic of soft chiffon

Waist No. U4436. Skirt No. U4437. A youthful model for the woollen materials has an underskirt of satin and may be made from $3\frac{3}{8}$ yards of 54-inch material



FROCKS FOR TEA AND INFORMAL DINNER REFLECT THE
MOOD OF AUTUMN BOTH IN LINE AND IN MATERIAL



Waist No. U4497. A frock that conserves by using two materials shows a surplice effect at both back and front and has one of the popular looped-up tunics



Frock No. U4434. Features to note on a frock of velveteen, serge, or duvetyn are the new back drapery, the collarless neck, and the slender silhouette



Frock No. U4148. A frock that takes but $3\frac{3}{4}$ yards of 54-inch material has a free back panel and knowingly ties the front of the waist at the back



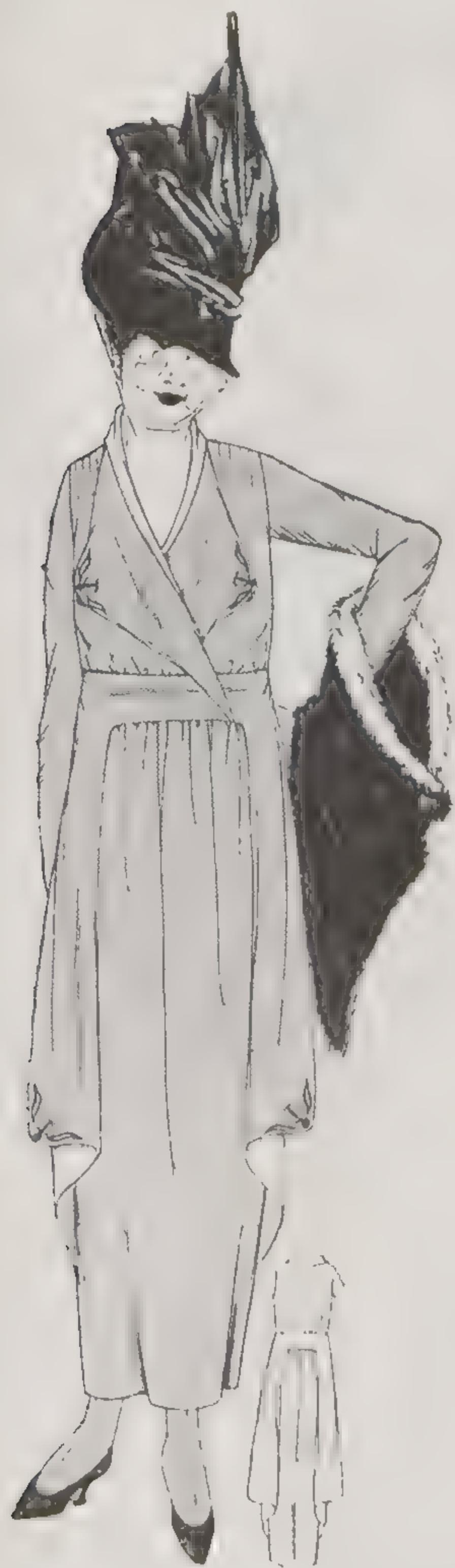
Waist No. U4241. Skirt No. U4242. The lines of the separate waist and skirt give a costume effect with simple braid trimming on crêpe de Chine



Frock No. U4122. But 4 yards of satin will make the underfrock; $3\frac{3}{4}$ yards of Georgette crêpe will be sufficient for the attractively panelled overdress

A VARIETY OF SMART WAYS OF MAKING THE SERVICE FROCK

THAT IS INDISPENSABLE FOR THE WAR-TIME WARDROBE



Frock No. U3965. The revers are cut in one piece with the waist, and the skirt drapery is in one piece with the unusual belt



Frock No. U4306. This practical frock of serge or tricolette has slim youthful lines and requires but $3\frac{1}{4}$ yards of 54-inch material



Waist No. U4319. Skirt No. U4320. Very becoming is this distinctive frock with the waist front and the sash cut in but one piece



Waist No. U4086. Skirt No. U4087. For the waist and tunic, $2\frac{3}{8}$ yards of serge may be used; for the skirt, a like amount of satin



Waist No. U4316. Skirt No. U4317. A frock of tricolette has the side draperies of the skirt cut in one piece with the belt



Waist No. U4321. Skirt No. U4322. Only $3\frac{5}{8}$ yards of 54-inch material will make this one-piece waist and the pocketed skirt



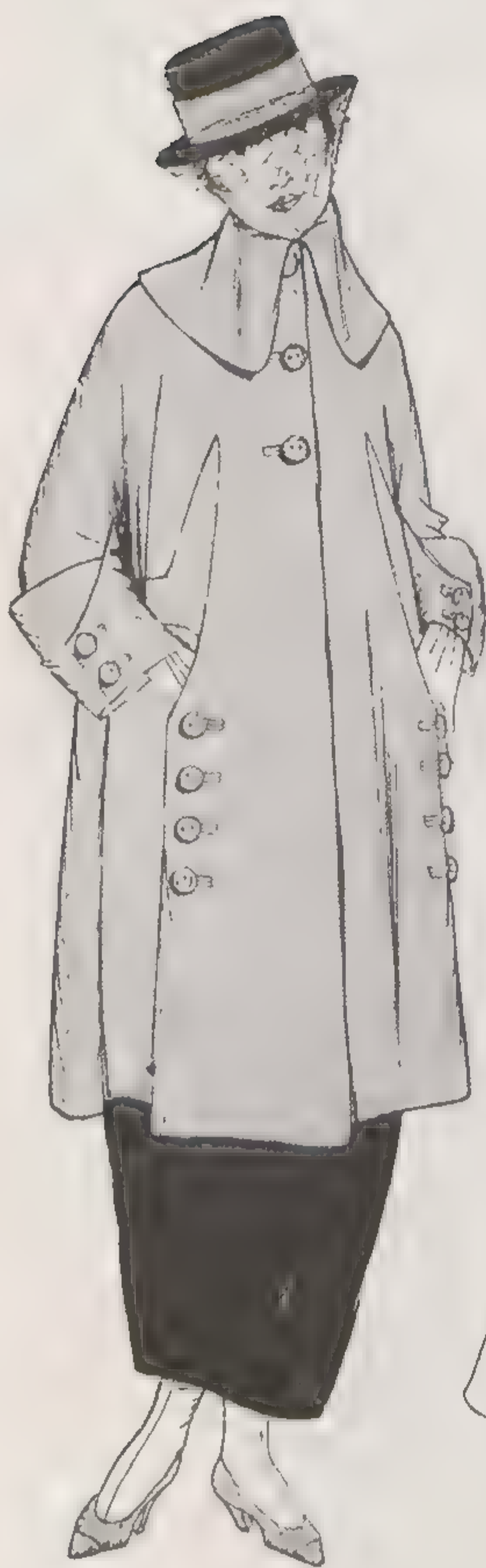
Waist No. U4291. Skirt No. U4292. The smart vest, extending below the girdle line, gives a costume effect to a separate waist and skirt



Waist No. U2498. Skirt No. U2499. A frock requiring but $4\frac{1}{4}$ yards of navy blue crêpe de Chine with white organdie collars and cuffs



Waist No. U4112. Skirt No. U4113. The becoming surplice fronts are in one piece with the girdle, and the skirt has the favoured drapery at the side



Coat No. U4506. A kimono-cut top-coat designed for warmth as well as for smartness may be made of a heavy mannish weave such as homespun



Waist No. U4265. Skirt No. U4266. The bolero effect and the side draperies of the skirt are excellent features of this frock with slender lines



Waist No. U4192. Skirt No. U4193. But 3 yards of duvetyn or serge are required for the waist and tunic, with a skirt made from $3\frac{3}{8}$ yards of satin

A VARIETY OF WOOLLEN FROCKS

AND A COMFORTABLE TOP-COAT



Frock No. U4256. The long lines of this serge frock, giving an effect of slenderness, are particularly good for the somewhat mature figure



Waist No. U4028. Skirt No. U4029. A kimono-cut peplum blouse of satin and a separate skirt to match give a becoming costume effect



Waist No. U4390. Skirt No. U4391. A frock designed to give slenderness may have its waist made of velvet and its slender skirt of satin



Frock No. U4394. This frock, made from $4\frac{5}{8}$ yards of 54-inch tricolette, is becomingly belted to give the popular line at the long waist



Blouse No. U4485. The smart sleeveless overblouse is of brocade, faced with satin, and the sleeves and vest are of Georgette crêpe with satin cuffs



Blouse No. U4376. The front and back panels are in one piece with the yokes, the blouse slips over the head and takes 1 3/4 yards of 40-inch material



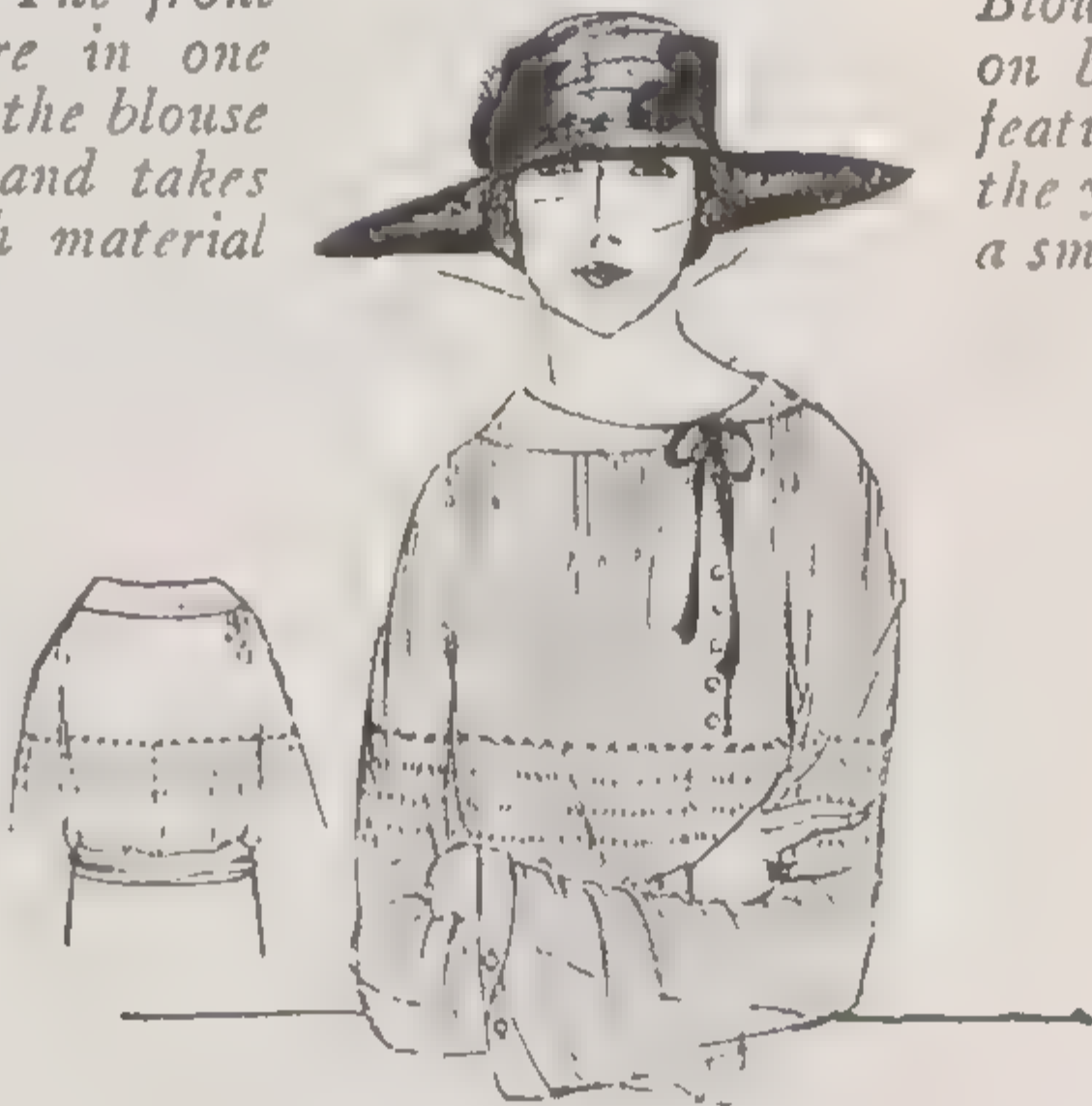
Blouse No. U4494. A slip-on blouse, correctly tailored, features the front section and the yoke cut in one piece with a smart, becoming, high collar



Blouse No. U4388. On a collarless blouse of velveteen, cut in but two sections, the trimming may be a stitching of metal thread in gold or silver



Blouse No. U4503. The yoke and apron may be of real filet net, the waistcoat of brocade, and the well-fitted sleeves of chiffon



Blouse No. U4504. A slip-on blouse, cut in but two pieces, features a new neck-line and bell sleeves and may be made by hand



Blouse No. U4371. A Georgette crêpe blouse that slips on over the head is hand-smocked at the shoulders and has a becoming collar. It takes only 1 3/4 yards of material, 40 inches wide



Blouse No. U4474. One and three-quarters yards of 54-inch material will be required with 3/4 of a yard of material for waistcoat



Skirt No. U4468. A correctly slim skirt takes only 2 yards 54-inch material. Skirt No. U4505. The drapery at the hips and the snug fit at the ankles are to be noted. Skirt No. U4062. But 2 1/4 yards 54-inch material are needed for the skirt and the unusual pocketed yoke

SEPARATE BLOUSES THAT SHOW THE
NEWEST FASHION FEATURES, AND
SKIRTS THAT ARE SMARTLY SLIM



Skirt No. U4462. The drapery and girdle are cut in one piece, and 2 3/4 yards 54-inch material are required. Skirt No. U4156. Made from one 1 1/2-yard length of 54-inch material. Skirt No. U4370. The skirt takes 2 3/8 yards of 54-inch material and may be without pockets



Negligée No. U4047. Very graceful is this ribbon-trimmed negligée, cut all in one piece and made from one length of material 40 inches wide



Combination No. U4442. This envelope combination with a well-fitted brassière requires $2\frac{1}{4}$ yards of 36-inch material



Negligée No. U4443. The outside of the pocket and the lower section of the negligée are in one piece. But 4 yards of crêpe de Chine are used

NEW AND BECOMING DESIGNS

IN NEGLIGÉES AND LINGERIE

EASILY MADE MODELS WITH

SIMPLE LINES AND FEW SEAMS



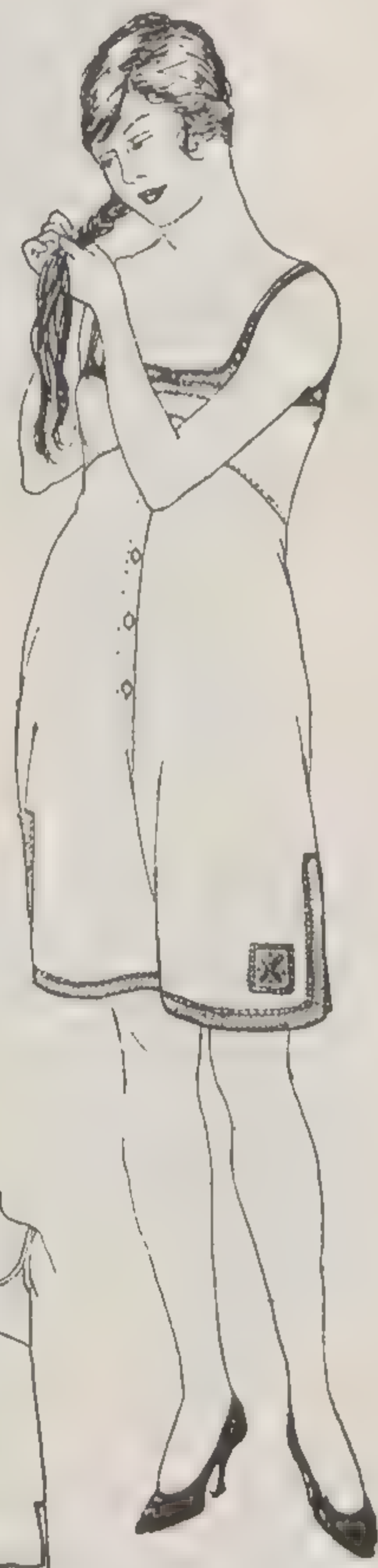
Negligée No. U4009. A charming surplice negligée, cut in three sections, ties the fronts of the waist at the back



Combination No. U4340. The yoke is cut in one piece and the lower section in another on this unusually attractive envelope chemise



Gown No. U4495. This warm, comfortable, high-necked nightgown is cut in but two sections and is made with set-in sleeves with ruffled cuffs



Combination No. U4342. A simple French combination dispenses with a brassière since it has a particularly firm and well-fitted yoke

"Talk about muscle and vigor and hustle—
Old Atlas had nothing on me.
On Campbell's foundation
I'll hold up the Nation
And keep the world healthy and free."



The Modern Atlas

Let him help you carry your burden

The big world-burden today is the food problem. America asks "How shall we feed our fighters, our Allies, and also maintain the full strength and vitality of our people at home?"

It is a question of wise economy. And the heaviest part of the burden falls on *you*—the conscientious American housewife. Why not let us help you with it by means of this nourishing, ready-prepared, economical food—

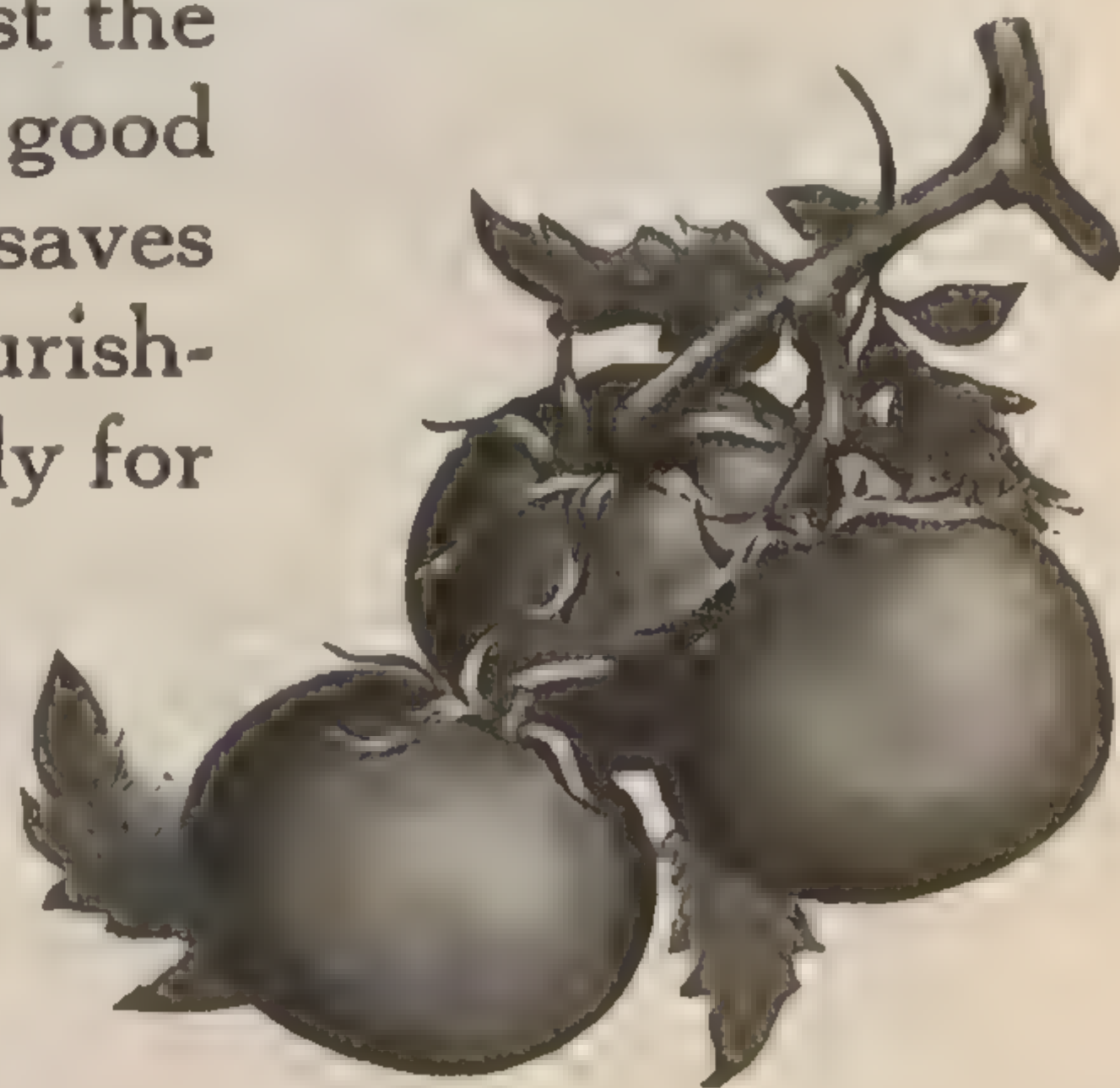
Campbell's Tomato Soup

You will find it doubly helpful. It is not only a wholesome food in itself, but it strengthens the digestive powers and regulates the body processes through which all food becomes more healthful and invigorating.

It supplies natural tonic elements which are positively necessary to the properly balanced diet.

Served as a Cream of Tomato it has 50 per cent more energy-value than milk. And there are many easy and tempting ways to prepare it. You can make it as hearty as you like.

It is just the healthful stimulus for tired workers—All must be workers, now. Just the thing to keep the children in good condition—active and bright. It saves you time, labor, fuel. It is all nourishment—no waste. And it is ready for your table any time at three minutes notice. Order it by the dozen and have it handy.



21 kinds 12c a can

Campbell's SOUPS

LOOK FOR THE RED-AND-WHITE LABEL

Hickson INC.

Present

Tailored Suits
Tailored Dresses
Coats Wraps
and
Furs



Afternoon, Dinner
and
Evening Gowns



Hats
Riding Attire



The Smartest Clothes
in the World
for the
American Gentlewoman

The Avenue
at Fifty Second Street
New York

Boston

Paris



On an inspiring ground of terra cotta satin these nymphs in black and white dance to the sound of festive pipes

NEW FABRICS from BIANCHINI

THIS is certainly the day of the stripe. There are stripes of all sorts and sizes on materials in general, and gold and silver stripes on crêpe de Chine, in particular. One often sees, too, very fine cheques on satin, like the chequed foulards that are so popular. Metal embroideries are used on soft satin crêpe—in fact, metal thread is used on everything—even on voiles and marquisesettes.

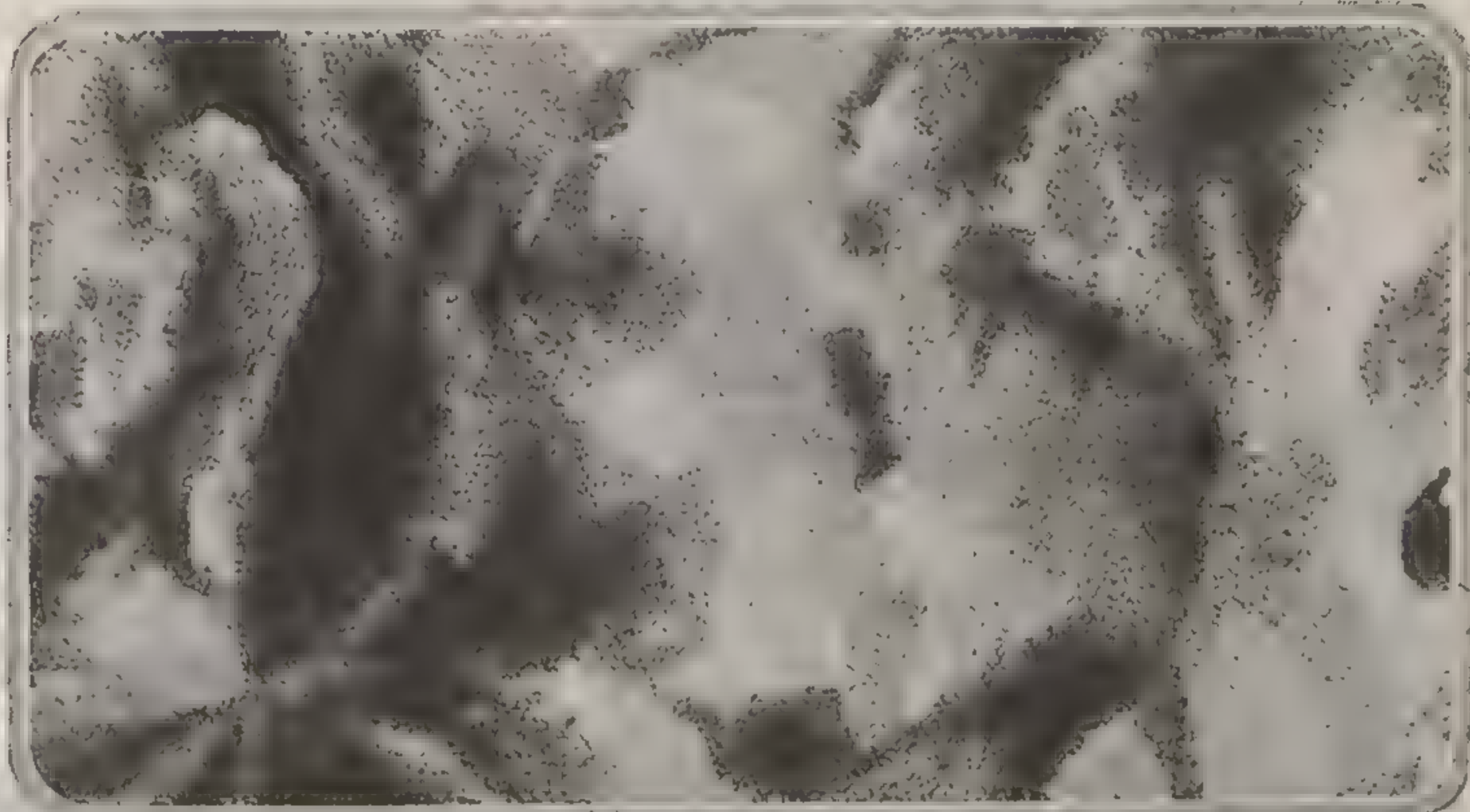
"Mosaïque," one of the new materials, has a gold or silver ground with a coat-of-mail design woven in colours, but this is used only for very elegant costumes. Velvets with satin or faille stripes of different widths, such as were woven thirty years ago, are very fashionable.

The variations of velvet are endless,—for instance, plush designs on a gold or silver background are shown, and embossed velvets are used a great deal for coats. Brocade is seen in many novel forms; something very new is a single brocaded flower used as a motif. Poirer has used a brocaded rose in this way. Brocaded motifs suggesting tapestry are popular, but perhaps the very newest brocade is one in the style of a Pompeian frieze. A new material which combines crêpe de Chine and lustreless satin crêpe is very charming. Another new fabric—a very beautiful velvety crêpe,—has a design called "camouflage."

Ribbons are very lovely this year. One
(Continued on page 84)



The lighter coloured squares are of silky texture; the darker have the mat finish of velours; the whole is black



Soft, woody browns lightening to white and darkening to soot colour make a charming mixture that might well be called "Camouflage"



Original Sixteenth Century Italian Furniture
and Tapestry now in the Sloane Collection

ITALIAN AND ENGLISH
FURNITURE AND OBJECTS
OF ART - HAND-WROUGHT
REPLICAS AND ANTIQUES
INTERIOR DECORATION
FLOOR COVERINGS

W. & J. SLOANE
FIFTH AVE & 47th ST.
NEW YORK CITY



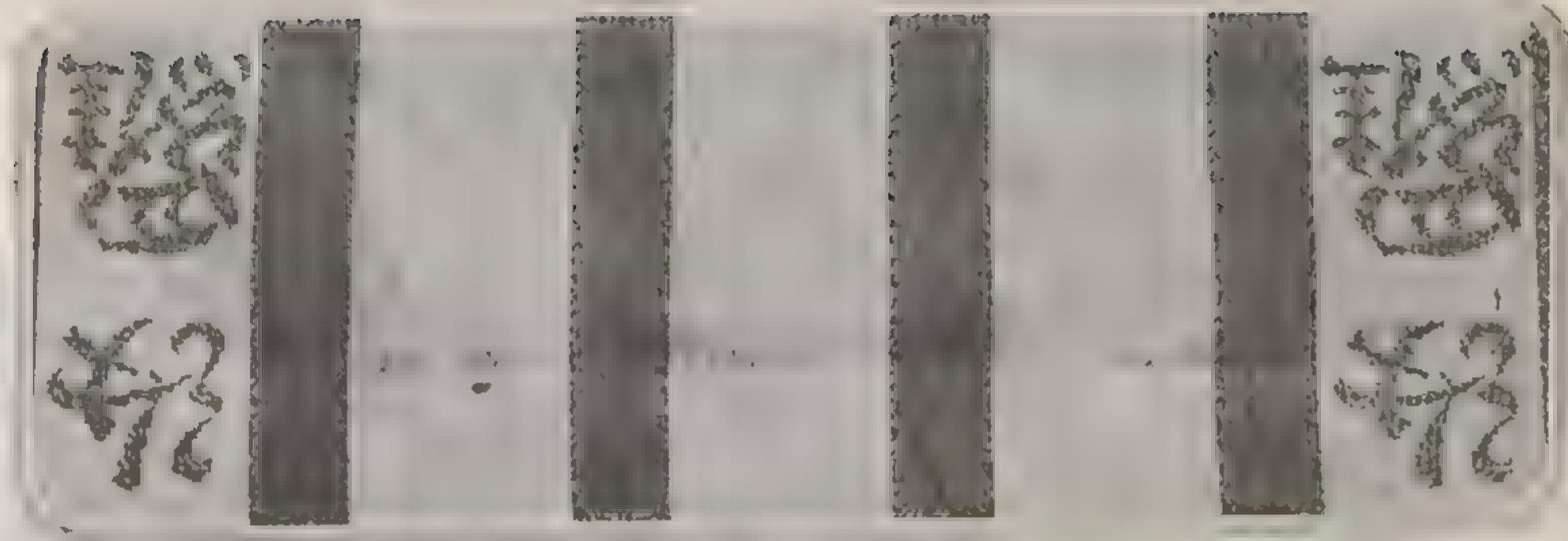
The regulations of our select finishing schools for young ladies demand a certain tailored simplicity of dress whether for school-room wear, in sports clothes, or in dinner frocks.

Through our representatives who are in constant touch with such institutions, we are enabled to keep thoroughly informed as to their individual requirements and to advise with our patrons concerning the proper apparel.

DE PINNA

5th Avenue at 50th Street

NEW YORK



Broad stripes of gold, narrow stripes of black, and, on the gold margin, a Chinese inscription that reads, "This ribbon makes you beautiful"

NEW FABRICS FROM BIANCHINI

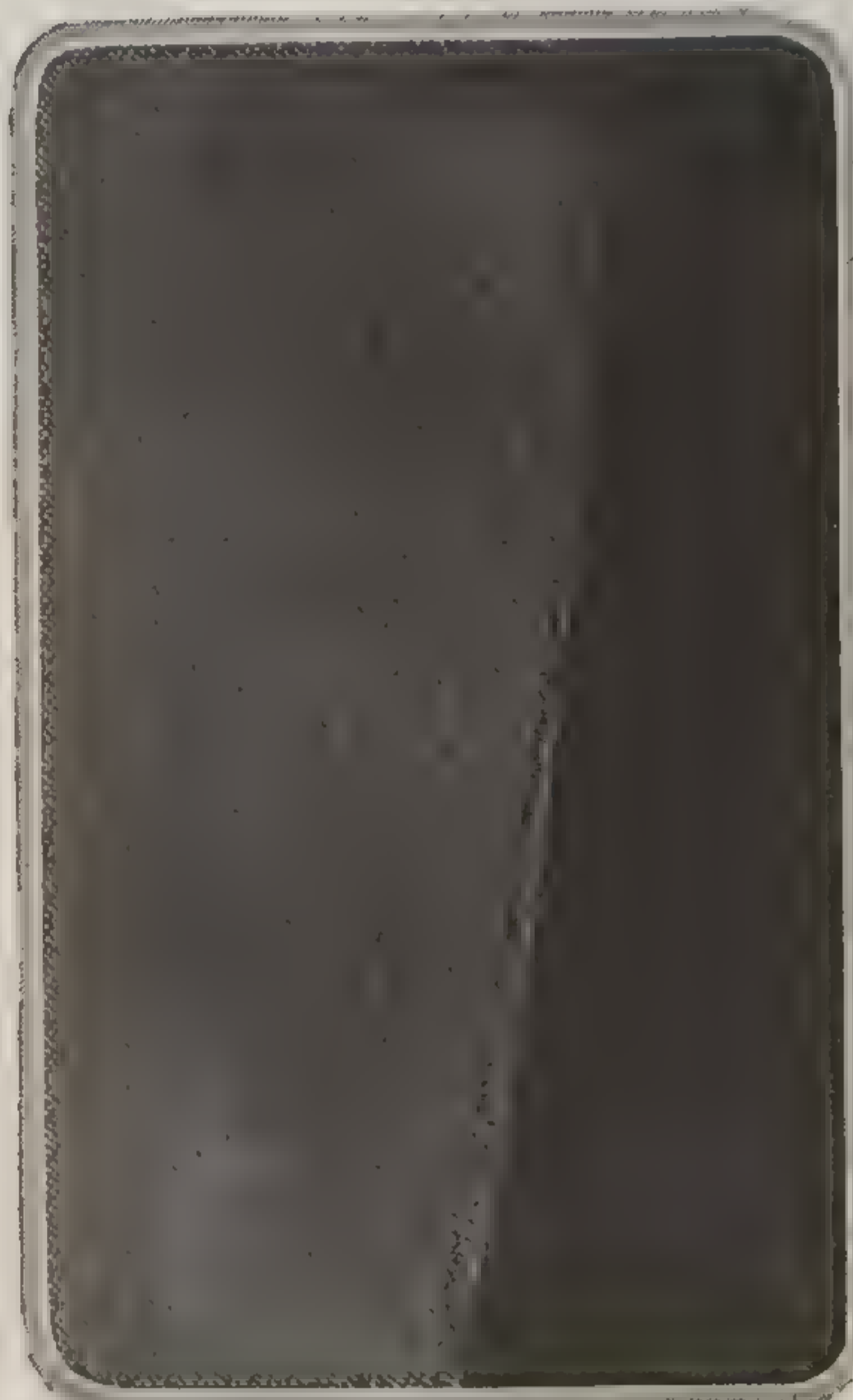
(Continued from page 82)

with metal stripes is edged with the inscription in real Chinese letters, "This ribbon makes you beautiful." Some of the new ribbons have stripes and motifs in gold and silver; some are embroidered to imitate birds' feathers; and others are distinctively embroidered with dolphins.

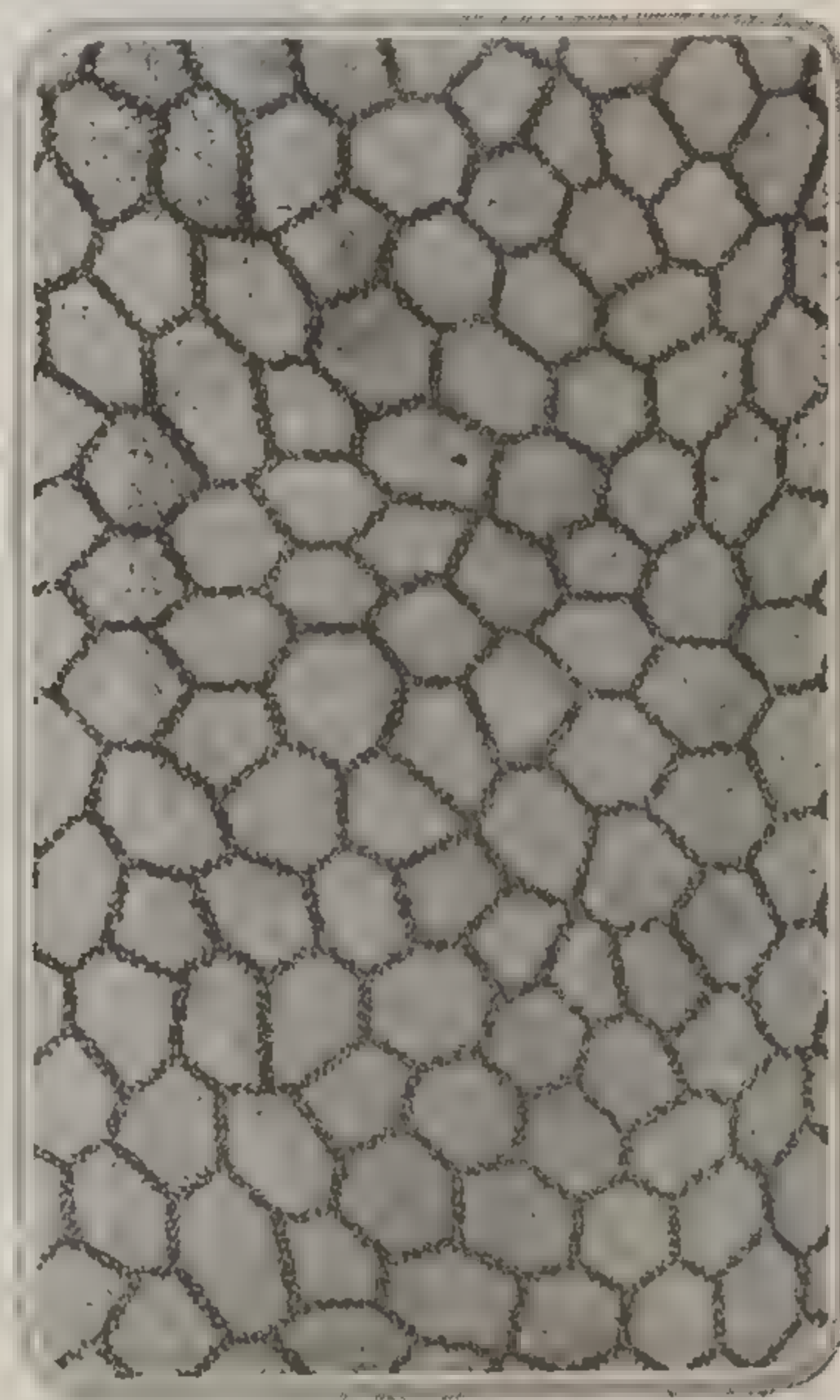
The following are some of the new materials: "Rosalba," which is like silk alpaca; "Fairy satin," which is a lighter material than any we have ever had before; "Diamond satin," which is particularly soft and brilliant; and "Seduisia," a brilliant satin with a wool back.



On a plum background grows a flower made of tan and green spots



An unusual black material is satin on one side and the softest of wool velours when one turns it over



Gold and black is this honeycomb pattern with metal threads that shine like sunshine on snow



THE REED & BARTON CORPORATION

ANNOUNCES THAT IT NOW CONTROLS

THEODORE B. STARR, INC.

AND THAT THERE WILL BE AT THE STORES
FIFTH AVENUE AND FORTY-SEVENTH STREET
AND 4 MAIDEN LANE

A FULL LINE OF

REED & BARTON'S GOODS

ALSO A COMPLETE STOCK OF THE CHOICEST

PRECIOUS STONES, JEWELRY, WATCHES

STATIONERY AND SILVERWARE

FROM THE SAME HOUSES AS

THEODORE B. STARR, INC.

HAS ALWAYS REPRESENTED

REED & BARTON
ESTABLISHED 1824

THEODORE B. STARR, INC.
ESTABLISHED 1862

JEWELERS AND SILVERSMITHS
FIFTH AVENUE AT 47th STREET - 4 MAIDEN LANE
NEW YORK

MOTOR NOTES

The novelty of Cheney Jersey Crêpe lends an air of freshness to the newer modes in house gowns and blouses.



Interpreting
the new Fall
styles through—

CHENEY SILKS

Many vexing problems of autumn dress are solved through the coming of the new Cheney Silks:

Cheney Rubaya—the first all-silk cloth that looks just like the finest French serges, wool-conserving and ideal for the new styles in dresses, capes and suits.

Cheney Satin Barré—the famous Cheney lustrous

satin with a slight barré thread running through it—bids fair to be a most popular satin this season.

Cheney Jersey Crepe—a soft, semi-transparent silk, in a Jersey-like weave, particularly pleasing for blouses and negligees.

Sold at shops of the better sort

CHENEY BROTHERS
NEW YORK



A suit with a long coat, with a surplice cape collar, fur-trimmed, and a skirt quite tight, form the modish features of this suit in taupe Cheney Rubaya, the all-silk cloth in a serge weave.

Of Cheney Satin Barré, navy blue, trimmed with ermine, this pleasing gown has both a high collar and the novel draping that leads to a striking ensemble.

IF the lesson of preparedness has been learned with any degree of success, motorists will get ready now for the coming cold weather. They should prepare, not only to protect themselves from the rigours of low temperature, but also to protect their motor cars. The automobile, in spite of its many refinements and improvements, is still vulnerable to extreme temperature. Batteries will freeze if they are not kept close to the fully charged mark, and the water in radiators will freeze in far less severe temperatures. Indeed, there is danger on this point whenever the car stands for any length of time when the temperature is below 32 degrees Fahrenheit. Several substances introduced into the radiator tend to prevent freezing or to reduce the temperature at which danger becomes imminent. Alcohol and glycerine are two of the successful substances thus used, but both have their drawbacks. Evaporation and refilling tend to weaken the effect of these protective liquids, and constant care has to be exercised to be sure that they are present in sufficient quantity. A new compound for radiator protection has just been introduced. This liquid has a boiling point twelve degrees higher than that of water, and therefore it evaporates slowly. When it is in use the engine is warmed very quickly, and there is less back-fire and sputtering in cold weather. Its chief purpose, however, is to prevent freezing. At its full efficiency it will easily protect to many degrees below zero. This compound comes ready to use and may be poured into the empty radiator without dissolving or mixing. The efficiency of the fluid can be tested at any time by an ordinary battery hydrometer. The price of this liquid, east of the Rocky Mountains, is \$1.25 for a gallon can.

FOR COLD WEATHER MOTORING

The pleasure of winter motoring will be tremendously increased if the passengers, as well as the mechanism, are protected from cold. As has been suggested in these columns heretofore, there are now many types of good heaters for motor cars. The Standard Parts Company makes several types of heaters which draw the source of warmth from the exhaust of the engine. One of these types is in the form of a foot-rail which is perforated, and this allows the warm air to escape into the body of the car. Another type is a flat register set into the floor of the car. The heat from either is easily controlled by means of a small lever. Heat is developed within two minutes after the car has started. There is no odour and no noise, and—a matter of some importance in these times of bond issues and war taxes—there is no operating expense. Heaters of this general type are excellent examples of the full utilization of a by-product. The heat from an automobile engine is ordinarily absolutely wasted, but by converting it into warming air it becomes useful instead of embarrassing.

LUMINOUS DIALS

Night driving at all times of the year is rendered much more pleasant by a plain view of the instruments and indicators mounted upon the instrument board. This is usually obtained by means of a small dash lamp, and while this method is, of course, excellent and has proved its practical worth on cars of many types, it has its faults. In the first place, it is just one more source of drain on the storage battery, and, in the second place, it is not always pleasant to

have light in the driver's compartment, even if the small bulb is effectually hooded so that the beams are thrown only upon the dashboard or downward. Even under these conditions, there is a slight glare which impairs, to a certain degree, the full view of the road. The various dials upon one's dashboard can be made luminous now, however, without the use of any dash light. By means of a radium compound, illuminated dials of all sorts have been put within the reach of all motorists. In this way, the speedometer, the ammeter, the clock, and all the other gauges and instruments commonly used may be made to show their faces quite as plainly at night as in the daytime. This is a long step forward in comfort of night driving, and it is something of a safety measure as well, since an interruption of the dash light does not throw the instrument board and its faces into darkness. The luminous material can be applied to any dial, and it is not necessary to have a new set of instruments in order to enjoy the advantages of this system which has been perfected by the Radium Dial Company.

TO PREVENT REAR END COLLISIONS

One often wishes, not only that one had eyes in the back of one's head, but also that one had several sets of hands. This is particularly true when driving in traffic. It is also especially true when driving a closed car in winter time, when it is impossible to signal the car behind as one would like to. With the windows closed, in the sedan, for instance, there is no way of putting out one's hand and letting all comers know what one's intentions are. The Comer Auto Stop Signal has been perfected to meet exactly this condition. This signal operates automatically with the depression of the surface brake pedals. There are no levers, switches, or push buttons to operate, nor is any voluntary act of setting the signal required. When the brake is put on, the word "Stop," in red, automatically appears above one's tail light. This arrangement puts the burden of proof for any rear-end collision absolutely upon the other person and gives one an opportunity to ride in crowded streets with a feeling of entire protection from the rear. All signals should be as nearly automatic as possible, and, in this particular, the one under discussion certainly is especially desirable.

AN EXCELLENT AUTOMOBILE LOCK

So loud is the voice of the motor car thief in the land that better protection for the car is urgently needed. The chauffeur-driven car is safe while it stands at the curb, as is the machine in which there sits a well-trained dog guardian, such as a Police Dog or an Airedale terrier, but an altogether unguarded car is all too frequently made off with by clever thieves to whom the ordinary switch locks are mere A B C. A good protection for a car under these circumstances is a special automobile lock which consists of a length of rust-proof wire rope, strong enough to be quite impervious to pocket tools. This is equipped with an unpickable spring padlock. The whole thing is easily snapped into place and is as easily removed when one returns to the car. It is used as a measure of insurance. Even if no attempt is actually made to steal one's automobile, the price of this device, \$2.25, will be many times repaid in the ease of mind with which one can leave the car at the curb and forget it until one returns to it.





© Stein & Blaine

J. M. A. Steinmetz

Fur is the mode, and in our new home in 57th Street are fashion's favored whims for day or night, street or motor, created by Miss E. M. A. Steinmetz. Here you will find serviceable models that meet every need of the war-time day. Of black caracul is the short coat, with smartly upturned band, while many gray squirrels go to make the loose, lightly belted wrap. And when the day is over and you would to the opera go, what could be more delightful than to wrap yourself in the alluring folds of the cape-like baby lamb, enriched with sable?

It gives us pleasure to announce that our supply of U. S. Government Alaska Sealskins is now complete and we are ready to take orders for their making.

Stein & Blaine
13 and 15 West 57th Street, New York City

It is a patriotic duty to give useful gifts. The Government not only asks you to do this, but urges you to begin your Christmas shopping right now.

REVILLON FRÈRES in the ORIENT*

Trading Posts in Northern Siberia for the Collection of Sables and Ermine: Zavodes in Bokhara for Handling Broadtail and Persians. French, American and South American Furs.

ASIA has two great fur-producing regions, one in Northern Siberia, the home of two of the most valuable furs known to the market—the Russian Sable and the Ermine—and Bokhara, “The roof of the world,” where the Asiatic sheep is raised for its beautiful pelt. The conditions of fur trading in these districts differ somewhat from those in our own Northwest country, though they are in no respects less difficult.

The northernmost Revillon post in Siberia is the one at Dudinka near the mouth of the Yenisei River. Fridtjof Nansen came upon this post in his search for an open passage for shipping from Siberia to Europe, and seemed greatly surprised to find the comforts of life so near the Arctic Circle. In his book he writes of the town and the post store as follows: “There was a pretty little church with a belfry and no fewer than seven bells. There was also a French shop, Revillon’s, where we bought a coffee pot, glasses, plates and various other things to supplement our scanty messing outfit.”

The native race in Northern Siberia is the Ostiaks. They are very primitive in their mode of life and far from fastidious. They clean house by the simple method of moving the tent a short distance away from its old location. As real estate isn’t valuable in Northern Siberia the plan works well enough. The Ostiaks live by trapping, which they carry on in much the same way as our own northern Indians. They set out in the Fall for the trapping grounds with their equipment and provisions, working until about Christmas when they return with their catch of furs. They stay at home for a few weeks through the severest weather and then go out again for what is called their Spring catch. The Winter catch secured from Autumn to December is brought to the main trading posts by sledge, but the Spring catch can be transported by rivers to the various centers on the Trans-Siberian Railway.

With the Ostiaks hunting and trapping are religious observances as well as a means of livelihood. Before going out to take game they perform interesting ceremonial rites and the actual taking of game is carefully guarded from the eyes of any stranger. They regard the bear with peculiar reverence and for a particularly binding oath they swear on a bear’s head. This does not prevent them, however, from killing bears when they have an opportunity to do so.

The main office of Revillon Frères in Siberia is at Krasnoyarsk on the Yenisei River. This is a town of some importance on the Trans-Siberian Railroad and is the center of the Northern Asiatic fur district. Revillon Frères has erected here a modern building for collecting furs and sorting and shipping them to their branches in Europe and America. From this main post at Krasnoyarsk buyers are sent out through the South* among the Tatars. Tatar buyers travel with cash and buy furs from trappers and from the small Tatar shopkeepers who have taken the skins in exchange. The Tatars are good trappers and shrewd traders. Revillon buyers travel among them selecting with an

experienced eye the choicest skins which they forward to the main trading post.

The furs secured in the northern districts are white and red foxes and squirrels, while ermine, kolinsky, sable and Caucasian marten are found in great numbers in the central and Tatar territory. Of these pelts the sable and the ermine are the most conspicuous in history as well as in fashion. The Russian sable varies greatly in color as in size, the darker skins being the most highly prized; but as these skins vary not only in intensity of shade but in tone, the individual difference is almost unlimited. The considerable cost of sable skins is due not only to the rarity of the animal but to the variation in the individual pelts which requires the highest skill in matching. The finest sables are collected around Bargusin and Yakutsk east of Lake Baikal. They are very dark and silky, suitable for coats and wraps. The Kamchatka sables with deeper longer fur are used more largely for sets.

The ermine furnishes one of the most interesting examples in nature of protective coloring. In Summer it is a light reddish neutral, harmonizing with the general tone of its surroundings, but in Winter it changes to pure white, which is invisible against the snow. Naturally the ermine is trapped only in Winter when the condition as well as the color of its pelt is most attractive.

Sable and ermine have been highly valued from the greatest antiquity and are two of the four heraldic furs. The use of both has been limited at different times by sumptuary laws but they may now be worn by whoever can appreciate their beauty and afford their price.

Ermine is still used on the ceremonial robes worn at the coronation of a British sovereign, the width and markings of the bands being regulated strictly by the rank of the wearer.

Certain parts of Siberia were settled by the former Russian government with political prisoners, and sometimes with ordinary convicts. Some years ago a half score prisoners escaped from the prison at Tourouhansk, and on the night of October 1st, 1906, made an armed attack on the Revillon trading post at Selivanino on the river Tunguska. The assistant trader, Shuman, was severely wounded in the right arm while trying to defend the safe and offices on the ground floor. The robbers secured 11,275 roubles. They also seized the public buildings of the town and took the government funds. The Revillon district manager at Krasnoyarsk complained at once to the Governor General, who sent a guard of Cossacks to hunt out the fugitives and protect the shipments of furs as far as Krasnoyarsk. The whole district was for quite awhile under military law and ultimately the robbers were recaptured; the booty however was never recovered.

With the coming of Spring the collection of Siberian furs is at an end for the year, but a Revillon buyer, instead of enjoying a long rest until next Winter, must go at once to the other extreme of climate. Crossing the Caspian Sea he lands at Krashnovodsk, the terminus of the Trans-Caspian Railroad and travels under a



Coat of Pure White Siberian Ermine



The Fur Market at Irbit

* In a preceding article we published a brief sketch of the activities of Revillon Frères in Canada. The present paper gives a similar account of the collection of furs in Siberia and other countries where Revillon Frères have large organizations for buying skins in the original market.

broiling sun in overheated cars through desert solitudes until he reaches the ancient Khanate of Bokhara, "The roof of the World."

Bokhara is the home of the Persian lamb which grazes in large flocks, often numbering five thousand head, on the desert table lands. As the grass on these steppes is short and scanty the shepherds must constantly lead their flocks from place to place. It is a curious fact that all attempts to breed this fur-bearing sheep in other countries have failed entirely. Only in Bokhara can conditions be found which give the pelt its distinctive and beautiful character.

The skins are sold by the breeders in the green state, and as they deteriorate rapidly in the hot climate they have to be prepared for their long voyage before leaving the country. The native processes of curing lamb-skins were so unsatisfactory to Revillon Frères that they determined years ago to establish a factory of their own where the skins could be treated scientifically, but it was many years before this could be accomplished. Bokhara is a Mohammedan country, until late events governed by an Emir, under the protection of Russia. The old city of Bokhara is entirely native and the new city is considered military territory. Land there could not be purchased by foreign owners, but a few years ago Revillon Frères obtained a special permit to build their factory in the interest of the fur industry. A 99 year lease was secured and a modern *zavode* was built. The *zavode* contains living accommodations for the white members of the staff, as there is no modern hotel in Bokhara and the ancient caravanserai is decidedly deficient in comfort. The representatives of the firm live in Bokhara for about two months in the Spring of each year.

It actually requires more pluck, perseverance and energy to trade in Bokhara than in North America and Siberia, since the trader has to fight against treacherous fevers which await the unacclimated European. It takes years for buyers to get acquainted with the best native breeders and to find the herds which produce the best skins. Each year a million and a half Astrachan skins are exported to Europe and America. The lambs are killed while quite young, the smallest of all yielding the flat, wavy fur called broadtail. This is exceedingly scarce as it is not to the interest of the breeder to produce broadtail but to get the Persian lamb, which is the stronger fur taken from an older animal.

Merchant or shepherd, the Bokharese is hospitable, sociable and little inclined to violence. He is keen on profit but spends largely on ceremonial occasions, such as holy days and marriages. The native shepherds are gay and happy. After a day's wandering the guides and leaders of caravans put up at some wayside caravanserai to drink a steaming cup of tea and relish their pilaff of mutton while the tired camels rest in the ancient courtyard. When the meal is over a primitive guitar is brought out and the dance is begun.

In the Spring of 1918 Red Guards invaded Bokhara and a week of heavy fighting ensued, in which several thousand people were killed and the Red Guard repulsed. Much property was destroyed but luckily the Revillon *zavode* escaped damage.

Many readers will need to be reminded that furs are collected not only in distant places but that some of the most desirable are found in well-settled countries. The mole from which such graceful garments are made

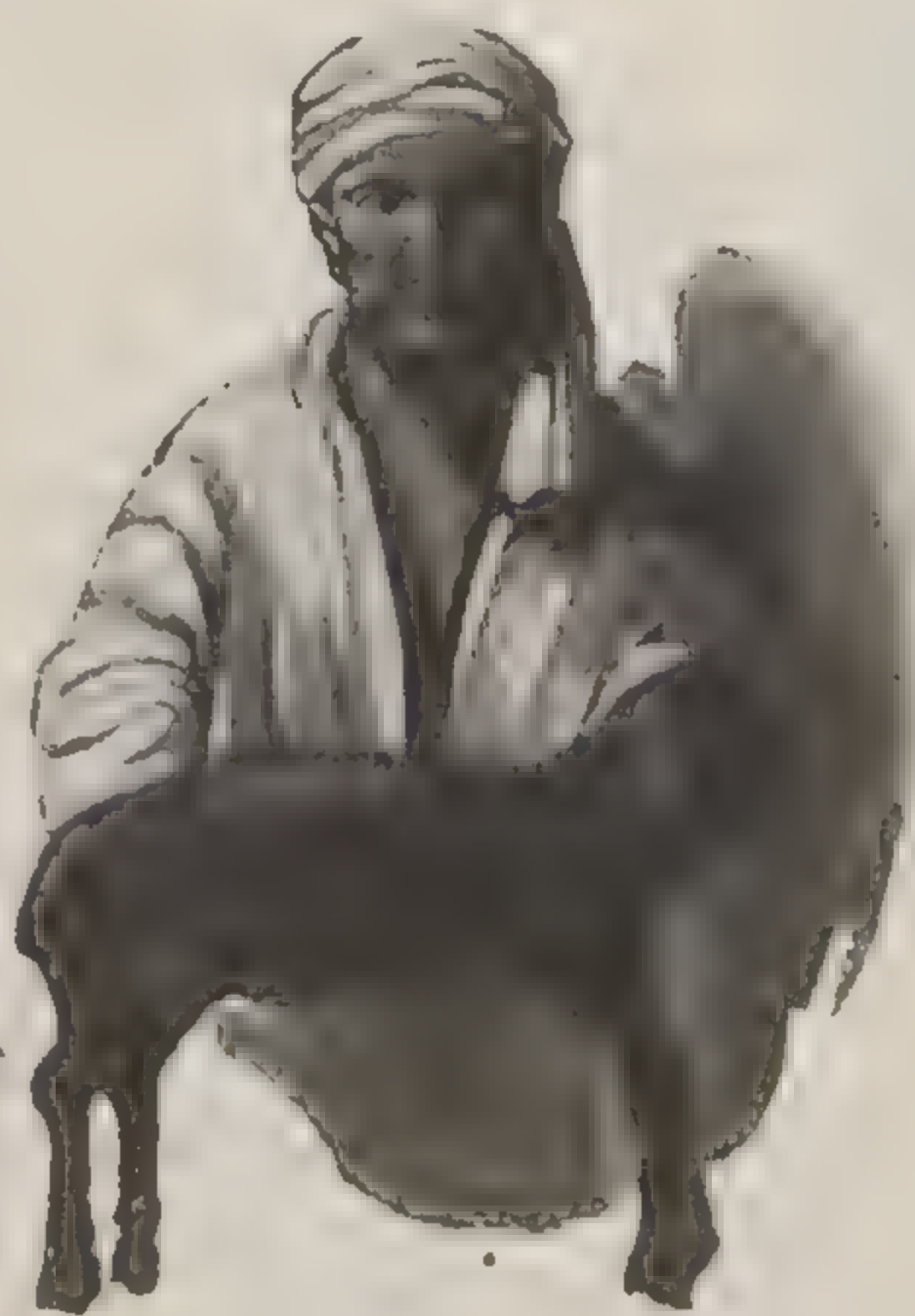
is found in England, and in great numbers in France, where mole catching is a recognized industry. Other valuable French furs are the marten and fitch, caught chiefly by gamekeepers and other employees of large estates. The most valuable fur in the United States is skunk, widely distributed in many regions,



Russian Sable and Siberian Ermine.



A Revillon Zavode for collecting Persians.



A new born Persian Lamb.

women's medium-priced coats and sets. In former years large quantities of American muskrat skins were sold to the Russian government for military clothing.

One of the costliest furs at the present time is Chinchilla, which comes from the mountains of Chili, South America. This fur used to be trapped in large quantities but the species was so nearly exterminated that the government of Chili determined to protect it much as the seals of Alaska have been protected by our own authorities. In 1916 they passed laws regulating the taking of Chinchilla for five years. At present only a very few fine Chinchilla skins are procurable each year. The heavier the fur and the bluer in color the greater the value, the finest specimens coming from the high altitudes. Chinchilla is used mostly for coats and sets for evening wear.

In all these countries buyers for Revillon Frères go from place to place collecting the skins which are forwarded to the firm's central warehouses. American purchases are shipped to the raw fur warehouse on the West Side in New York, where they are immediately prepared for manufacture. During the busy season of December and January work goes on continuously night and day.

In whatever country they may be trapped or produced, the choicest furs come at last to the Revillon building in Fifth Avenue at 53rd Street, where they are made up into garments or offered to the patrons of the house for selection for custom work, or they are sent to the Revillon establishments in London at 180 Regent Street, and to the original house at 81 Rue de Rivoli, Paris.



A Revillon Buyer
Thadee Zabieha
Inspecting
Persian Lamb Skins

the darkest and choicest skins coming from the counties near New York. Skunk is caught by farmer boys during the leisure months of Winter.

Another American fur of great commercial value is the muskrat. This humble but useful little fur bearer lives among lakes and rivers and in marshes. The muskrat is fortunately very prolific since his skin is one of the most widely used in the fur trade. The darkest muskrats are beautiful in color and when carefully dressed and skillfully handled make very attractive garments. Large quantities of the ordinary muskrat skins are used for coat linings, and many more are plucked and dyed to make "Hudson Seal," one of the most widely used furs for



© Charlotte Fairchild

"Cresside"

Mrs. Castle chooses quality and line

WITH a hint of the *moyen age* in its long unbroken lines Mrs. Castle's new gown falls simple and straight to her ankles. With a separate pleated panel in the back Mrs. Castle will allow no trimming to the rich loveliness of this soft and gleaming, grey Corticelli Satin Patria, save some little bows of itself on the straight basque-like corsage and a deep collar of squirrel.

"Conserve wool" is the cry everywhere. That is why Mrs. Castle chose Corticelli Satin Patria for this gown, knowing it was the most practical substitute for wool. With rich lustre, and in every exquisite shade, the Corticelli Silks are suitable for every occasion.

Ask to see also Corticelli "Gilt Edge" Poplin which is being worn so much in

place of serge for practical frocks; Corticelli Taffetas in lightest "Thistle-down" weave and the heavier "Service" quality; and Corticelli "Satin Militaire," a lighter weight than the "Patria."

If your store cannot show you a wide variety of the newest Corticelli Dress Silks, please write us.

Pattern for the above especially cut from Mrs. Castle's own design. Sizes: 34 to 40 bust. Price \$1.00 Address Corticelli Silk Mills, 32 Nonotuck Street, Florence, Mass. No Canadian or foreign orders accepted.

* * *

New Booklet showing several of Mrs. Castle's newest gowns in full colors and describing all the Corticelli Dress Silks, mailed on request.

* * *

For those who crochet—Send for *Lessons in Crochet*, Book No. 7. Luncheon sets, runners, curtains, towels. Also filet designs, sweaters, collars and cuffs, etc. Price 10c. By mail 13c.

CORTICELLI DRESS SILKS

NEW YORK, THE HAPPY CITY

I HAVE come lately across the Atlantic, away from the sound of guns, I have heard my last bomb, I have dodged shrapnel for the last time, I shall not see London again until its blessed close season dawns. The war, which has been brought home to me so many times, will henceforth find me not at home. In London we are so used to expecting danger from the sky that even here I have difficulty in "trusting the sky entirely." In London we are shy of the sky; we do not like to rent apartments anywhere near it; cellars have acquired a new charm all their own. Moonlight has gone altogether out of fashion. Our London moon seems to control the Taubes and Gothas, as well as the tides. It seems to have pro-German tendencies—that moon of ours—the noise of bombs makes it smile. At least, we hope, it is equally obliging in lighting up the Rhine towns for Allied visits, but of this I am not sure. I only know that when it rises at the full over London, it rises stark into a cloudless sky. And, of course, the Huns take advantage of its undemocratic behaviour. Here in New York you treat your sky with a familiarity which shocks a European stranger. You seem to look upon it merely as an extra storey to your buildings, you bounce up irreverently against it in your elevators, you drink ice-cream sodas among your stars and never need to scan your Milky Way for the enemy. Your New York moon is, to you, only a rather less ingenious sky-sign than the rest; it rises uncursed upon your nights; it passes in and out of your calendar without incident.

could not stop the actors acting. The thing becomes merely personal. In other words, the play is no longer the thing.

George Robey, whose irresistible eyebrows are the chief prop of the revue, "The Bing Boys on Broadway," ceases to be a Bing Boy at the sound of the first bomb, and Violet Loraine, his stage affinity, is no longer a strident ragtime duchess; they become just two inspiring impersonations of their own imperturbable selves, launching back-talk at the Kaiser instead of at each other. We forget Broadway, we forget the points of the jokes, we forget the tunes of the songs, we only remember to notice that our priceless George and our equally invaluable Violet are carrying on without a break. We applaud with a volume that drowns the anti-craft fire, George and Violet modestly applaud the orchestra, the orchestra obsequiously applauds the rest of the caste, the rest of the caste applauds us, the audience, because we sat tight. We couldn't help sitting tight, the enchantment was too strong for us. I am personally always obsessed by a guilty impulse to spoil the effect, to dive under my chair with a crash, to curse the Kaiser with loud unladylike curses, to run yelping into the arms of the chucker-out. I want to see what would happen to any one who dared revert to nature and make a fuss. But the enchantment is too strong. I end by joining with orthodoxy in all the applause; like every one else I don a noble expression and drop my hat as I rise to sing the National Anthem.

THE FOURTH OF JULY IN LONDON

WHERE HEROISM GROWS MONOTONOUS

Then again—oh, lucky New York—your streets are as yet unhaunted by the fatiguing heroism that walks our London sidewalks. In London the heroism is rapidly becoming a public nuisance. Nobody ever gets a chance to show off in London. The very babies sit immovable in their "prams" under fire and calmly continue to chew the hair off their dolls in spite of bombs falling on every side. Now heroism is all very well, but it is too heavy a commodity for ordinary life. One feels it would be almost a relief to find hysteria anywhere in these days. Sometimes I sigh for the days when I could squeal and run away from an earwig—those dear foolish days of peace.

Of course, everybody has a right to be heroic if they must or if they happen to have a gift that way, but nobody has any right to insist upon their heroism. You admit that in New York, you live mercifully beyond the lure of home heroics, you are at liberty to take your excellent morale for granted. Here I rub shoulders blissfully in the streets with men and women undecorated with ribbons, medals, or orders of any kind; here boys can smack each others' head undeterred by the lofty and self-conscious principles of Baden Powellism; here your dogs still go free of the threat of extermination which overshadows English dogs. Here you may eat—but no—that subject is past bearing.

THE BOMB-PROOF ACTORS OF LONDON

Above all, your stage is care-free. As for ours in London, it is at present obliged to be blatantly heroic or nothing. No theatre in London, as far as I know, has ever been actually hit by a bomb, but even if they had all been blown into small fragments, we should still feel bound in honour to pay entrance money and war tax to sit among the fragments, and I am equally sure that the run of no play would be interrupted. But all the same, this mania for heroism gets dreadfully in the way of the drama. One bomb can stop any play—as a play—, though a dozen bombs bouncing on the very stage

Of course it is splendid, but it becomes monotonous. I was, therefore, pleased on a certain date in July last, to see George Robey really quelled on his own stage. But no Hun had a hand in that. The date happened to be July fourth, and the theatre was full to bursting with Americans feeling happy, soldiers to the right, sailors to the left, uttering in competition the most sky-uttering sounds ever heard in London. Native yells no doubt strike the American as commonplace; I suppose the Western ear has been adapted by providence to cope with such phenomena. But we, at the Alhambra that night, were merely European. We did not know that it was possible to make noises like that in this world of limitations. The small English proportion of the audience turned its chairs round, set its teeth, and egged the Americans on. July fourth comes but once a year, we told ourselves, let us enjoy ourselves while we may, and perhaps Berlin may get the benefit of the next American gala-day. The business of the revue was held up, the voices on the stage faltered and died. It was most refreshing. For once the stage was silenced; a victory denied to the Huns had been achieved by our newest Ally.

NEW YORK IS STILL HERSELF

At any rate, I place on record the opinion that London is not herself today, and that New York is. New York in London's circumstances, would act up to the same ideal as London. After all, nothing more serious than space stands between these sister cities. In many respects they share one mind, and between them know but one way of meeting danger. But New York is as yet permitted to confine her enthusiasm to her thoughts—which are away following her sons overseas,—to her money—which is busy racing with the output of War Savings Stamps,—to her flags, whose colour shouts hope from her housetops. She has been free of death and wounding within her gates, she can think her own thoughts without irrelevant interruption, she is the one great surviving whole and happy city.

BY STELLA BENSON.

Old Time Simplicity at the Hampton Shops

THE formality almost akin to austerity which distinguishes so many of the Georgian Dining Rooms of olden days, reflects a sentiment of dignity and reticence in thorough accord with present world conditions.

Hence at the Hampton Shops may always be found Furniture whose goodness and integrity recommend it for timely service. Tables, for instance, whose turned supports are of a pleasing simplicity, Dressers akin to those which preceded the Sideboard in Seventeenth Century households, and capacious Chairs rendered sufficiently decorative by their vase-shaped splats. Not these alone, but the stately paneled walls and ceiling suggest the aid that can be rendered by Hampton decorators.

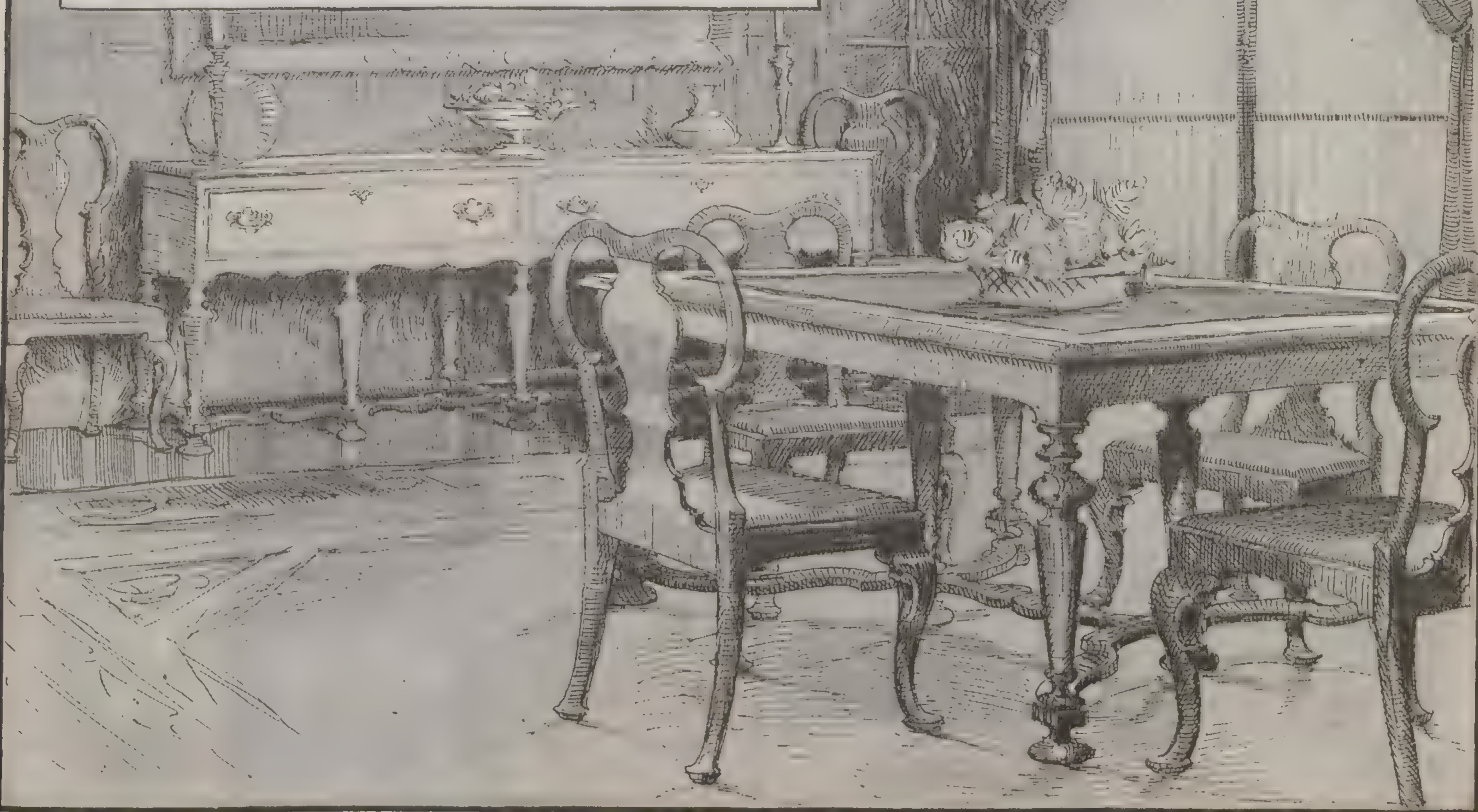
Hampton Shops
18 East 50th Street
facing St. Patrick's Cathedral
New York



Decoration

Antiquities

Furniture





**BERGDORF
GOODMAN**

616 FIFTH AVENUE
between 49th and 50th Sts.
NEW YORK

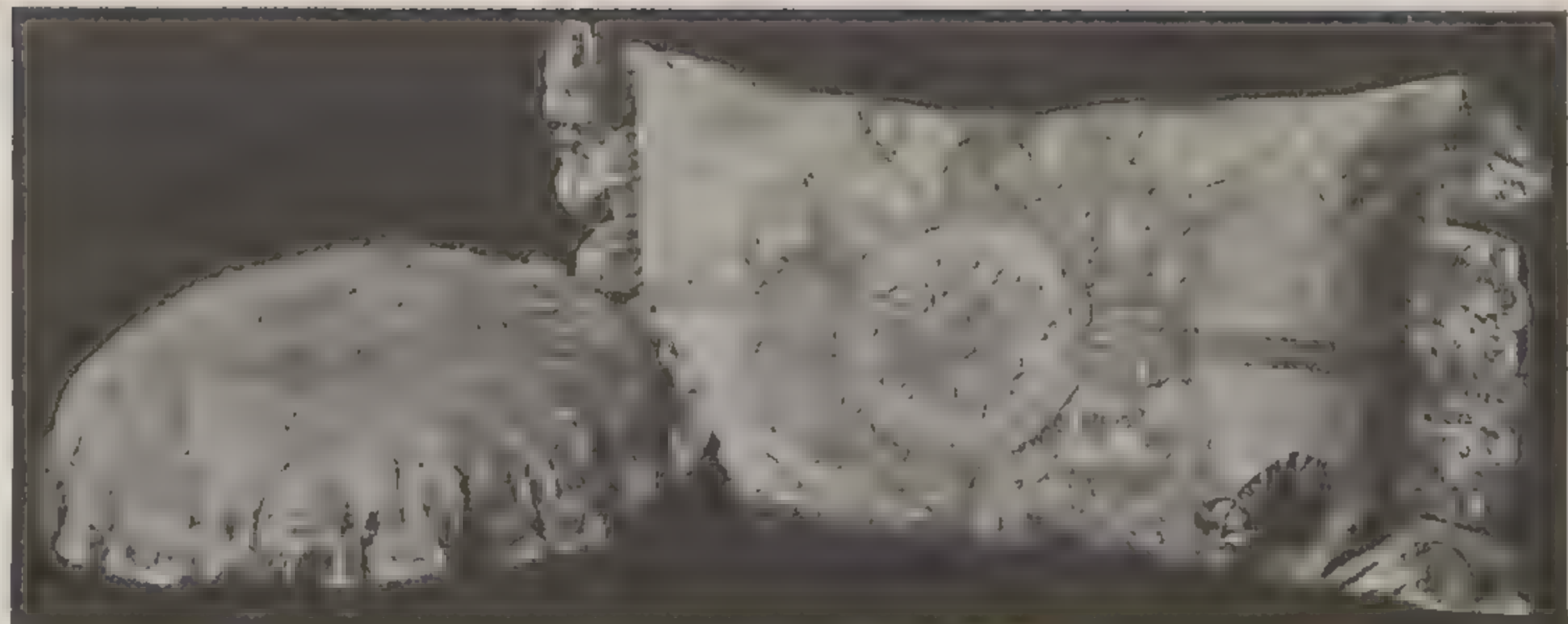
Importers

Creators

Present
Exclusive Clothes

featuring the svelte,
youthful lines, digni-
ty and grace invari-
ably identified with
Bergdorf-Goodman
costumes

**GOWNS · SUITS · WRAPS
COATS · FURS**



The small circular pillow is made of odd pieces of lace put together with a very French touch. It is 22 inches in diameter, and is made over pink wash satin; \$30. If one supplies one's own pieces of lace, the price is \$18. The oblong pillow is also made of various laces and has a little rosette of pink roses in the lower right corner. It measures 27 x 17 inches, and is made over pink wash satin; price \$32. If one supplies one's own lace, the price is \$19.

ON HER DRESSING-TABLE

"YES, I have had my inoculation, and as soon as I get my passport and permanent wave, I shall be ready for overseas." This is an example of the conversation one hears from the smartly uniformed young women who are going over to help in the great fight. It is only the very inexperienced who fail to realize the importance of appearing well-groomed, in all circumstances, and as hair is often very refractory when one is "on the march," a method by which it may be given a smooth trim look is most desirable. The permanent wave is one solution of the problem, and in addition to its permanence, it saves the time taken up in waving the hair by the ordinary process. Washing the hair does not affect the wave, and no unbecoming stringy locks are likely to stray from such a coiffure.

One specialist not only waves the hair, but provides a liquid for holding the waves in place. This is an important addition to the traveling kit of the woman who appreciates the necessity of a well-groomed coiffure, and so will sacrifice some other detail of her equipment for these aids to the hair.

Another means of keeping the hair in good order is a brilliantine that is made thin enough to be sprayed on the hair through a small atomizer which distributes the liquid evenly and prevents that sticky look in spots which the amateur is apt to get in applying brilliantine. Both the liquid for holding the waves and the brilliantine are made up of ingredients that are particularly beneficial to the hair.

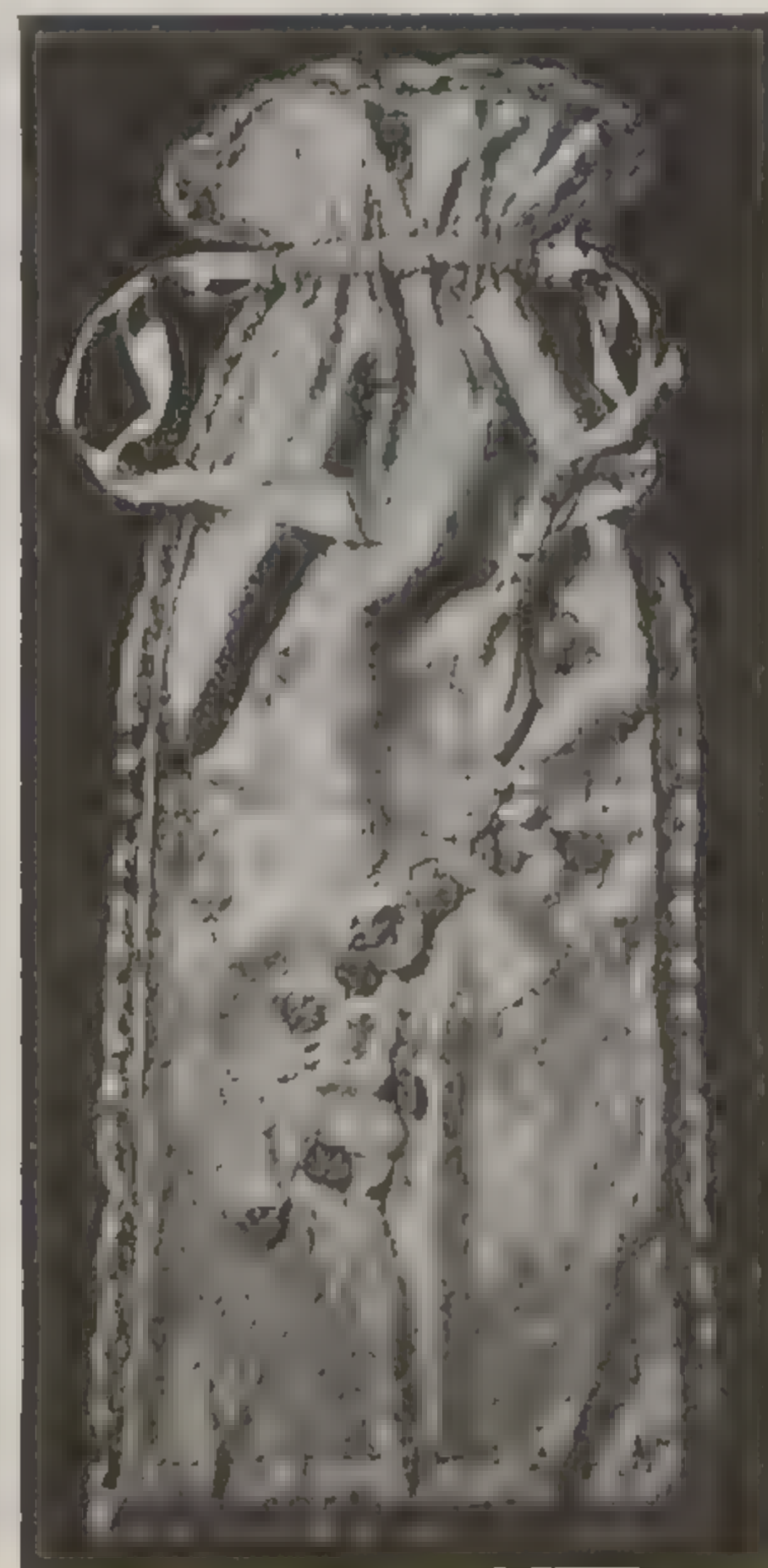
Nets are also very useful in keeping the hair in place; but a word of warning should be given on the question of the proper adjustment of a net, for many women who wear the large cap-shaped ones put them on in such a way that they make an unsightly line across the forehead, and then secure them so firmly that they give a plastered down and dark look to the hair which is unbecoming in the extreme. It is wiser for the novice to use what is called a fringe net and catch it down here and there with plenty of the finest invisible hairpins, thus protecting the contour of the coiffure without disfiguring it. These may seem trifling details, but they make a marked difference in a woman's appearance.

A few very smart young women who have been over once and are now returning have had their hair cut short and curled or waved, but that is because they are going to some remote spots where the requisites for cleanliness are not always obtainable. Very charming do these particular women look, when the style happens to be becoming to them. It is not, however, a fashion that should be generally followed, for some faces lose all their charm if deprived of the frame that a well-arranged coiffure gives them.

A bottle of brilliantine that should last a year may be bought in an eight ounce bottle for \$3.50; or a two ounce bottle for \$1. The liquid for holding the waves in shape costs, in an eight ounce bottle, \$1.

It is from women who have come home to rest and re-equip that one culls a great

(Continued on page 96)



A corset bag made of odd pieces of old lace—Irish, Valenciennes, and imitations. It is 10½ inches wide and 27 inches long, made over pink wash satin and decorated with hand-made pink roses and green leaves; price \$18. If one supplies one's own pieces of lace, the bag costs \$12.



PAIGE

The Most Beautiful Car in America

Both here and behind the battle lines in Europe the Motor Car has demonstrated that it is the most efficient form of transportation that has ever been evolved. The one-time luxury has become the present day necessity. The Motor Car is, indeed, universally recognized as Standard Field Equipment of every business executive who appreciates the value of time and the conservation of energy.

The Paige Company is proud of the part that it has played in the development of so important an industry. Its products have been manufactured with a sincere and honest purpose. It has adhered strictly to quality standards and, today, the Paige name plate is a symbol of the confidence and respect which is reposed in this car by more than 50,000 owners.

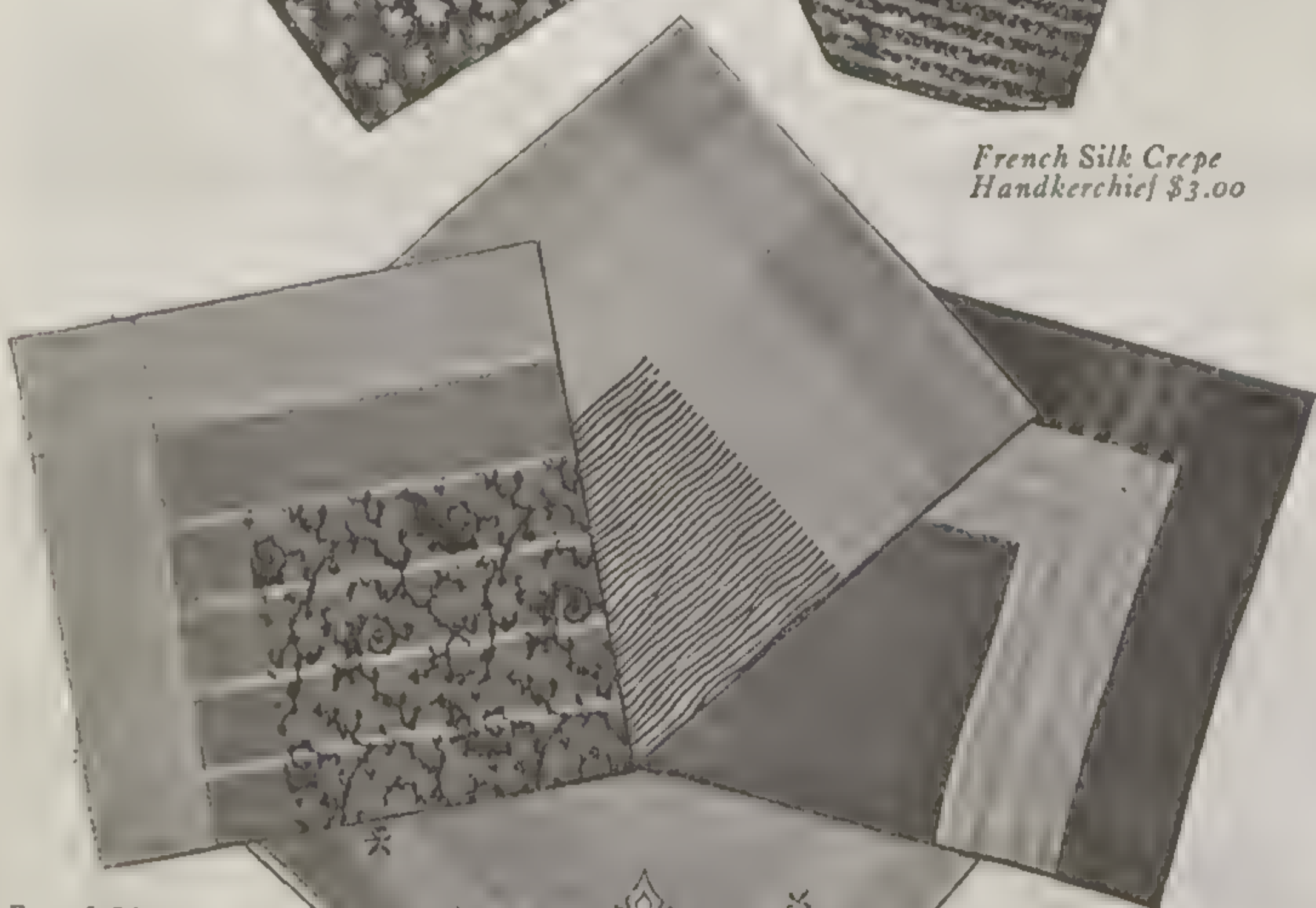
PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICHIGAN

Sulka Holiday Suggestions



French
Silk Cravat
\$4.50

French
Silk Cravat
\$5.00



French Silk Crepe
Handkerchief \$3.00

French Linen
Handkerchief
\$2.50

French Silk Crepe
Handkerchief \$3.00

French Silk
Hose \$5.50

French Linen
Handkerchief
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Handkerchief
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French
Lisle
Hose \$2.25

French Silk
Hose \$7.00

French Lisle
Hose \$3.25

The above selections are from our latest offerings obtained through our Paris Shop. Their elegant quality and exceptional colorings make them very appropriate for Holiday Gifts.

Orders by mail filled promptly—State colors preferred

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NEW YORK
512 FIFTH AVENUE

PARIS
6 RUE DE CASTIGLIONE



C. E. Le Mungeon

The wrinkled hide of the poor patient camel has been shaved quite bare for socks for the soldiers fighting in France

FROM CAMEL TO SOCK

RED CROSS dogs have long been familiar figures, but who ever heard of a Red Cross camel? The drafting of this amiable beast into the service of the wounded soldiers is one of the unique achievements of the American Red Cross in Peking. This organization is an enterprising institution which intends to include within the ranks of its workers every American man, woman, child, and camel in the ancient imperial city. The men are useful as members of business committees and producers of cash; the children knit bright green afghans; and the women and the camels do the rest.

When it became clear that sheep's wool would not be obtainable for knitting, the American women in Peking refused to sit down with folded hands while the French mud was oozing through the holes in the socks of our men over there. They promptly set to work to find a substitute for sheep's wool, and their eyes lighted on the huge silly beasts which occasionally plough through the dust of Peking, coming, sometimes, from far-off desert places. Here was the solution. They would make wool of camel's hair.

A FACTORY VISIT WITH THE PRINCESS

This happy inspiration has kept a Chinese factory busy ever since. "That factory—you will laugh when you see it," said Mrs. White. Mrs. White is perhaps better known to American readers as Princess Der Ling. She was a favourite lady-in-waiting of the Empress Dowager and embodied her experiences in the imperial palace in a charming book entitled, "Two Years in the Forbidden City." She is now an enthusiastic American and one of the most indefatigable workers for the Red Cross in Peking. "Come," she said, "I will escort you to that factory. We will take pictures and show our good friends in America such a factory as they never dreamed of."

WHERE CAMEL'S HAIR IS MADE INTO WOOL

So we set forth in rickshaws. Soon we left behind the yellow roofs of the Forbidden City and the shaded avenues of the Legation Quarters, and came out into dusty streets where the sun beat down mercilessly on the curly-roofed houses of the Chinese. Now and then we met a large camel shambling along, wearing that idiotic smile which usually adorns the countenance of this patient beast. At last we came to a cluster of sheds around a small open court. This was the factory. A miscellaneous collection of men, women, and children came forth to greet us, smiling and bobbing, with their hands

pressed together in the Chinese fashion. These were the workers in the factory. It was a kind of family affair—every one from the old grandmother to the small son toiled together, stopping now and then to chatter and drink tea with blissful unconsciousness of any kind of labour laws or standards of industrial efficiency. It was a hot day—too hot for clothes—and clothes had accordingly been mostly discarded. Princess Der Ling, with pretty imperiousness, insisted that garments should be donned in our honour before we would condescend to look at the factory.

After the important ceremony of dressing had been performed, we watched the process of converting the curly brown hair of the camel into something knitable. First it was twisted into ropes, and the ropes were chopped into little pieces. These pieces were then whipped in a kind of primitive carding machine until the little lumps of hair expanded into a foamy mass of fuzz. It was finally spun on the kind of spinning wheel that was used by the first daughter of Eve who had anything except fig leaves and fur for her costume.

THE RED CROSS IN PEKING

When we had finished our inspection (and had ourselves been inspected by the whole inquisitive neighbourhood) we got into our rickshaws, and our coolies, without orders from us, immediately started in the direction of the Red Cross rooms. Princess Der Ling said that the rickshaw coolies are so used to carrying people to the Red Cross rooms that now they always go thither from sheer force of habit. If a woman starts out to take tea with a friend or to see Douglas Fairbanks in his latest film at the Pavilion, she is likely to find herself landed under a little red cross instead.

The Red Cross headquarters are clean airy rooms around a courtyard in a Chinese house donated by the Standard Oil Company. Here every day between nine and five the work of receiving and dispatching supplies for the Red Cross goes busily on. The gauze compresses that are sent out from these rooms in a month are numbered by the thousands, while hundreds and hundreds of sweaters, socks, pyjamas, and layettes are started on their long journey to France by way of Washington. Not only do the American women knit ceaselessly, sometimes at the rate of a sock a day, but many of them also support one or more amahs (Chinese women servants) who keep the sewing machine flying, with the help of periodical re-enforcements of tea.

(Continued on page 96)

HURRAH! Hurrah! for swirling snow and nippy winter air! The wee tots never feel the sting of cold, so warm and soft are these fine knitted garments.

Bright colors, attractive weaves and superb quality are found in Ascher's Knit Goods of every variety,—for infants, children, and women,—in Bootees, Sacques, Leggings, Sweaters, Shawls, House Jackets, Skirts, Cardigan Jackets, Mittens, Hoods, etc.

Look for the label of the lamb. It is your guarantee of quality and serviceability.



Name and address of nearest dealer selling Ascher's Knit Goods furnished upon request.

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The NESTLÉ Permanent Hair Wave



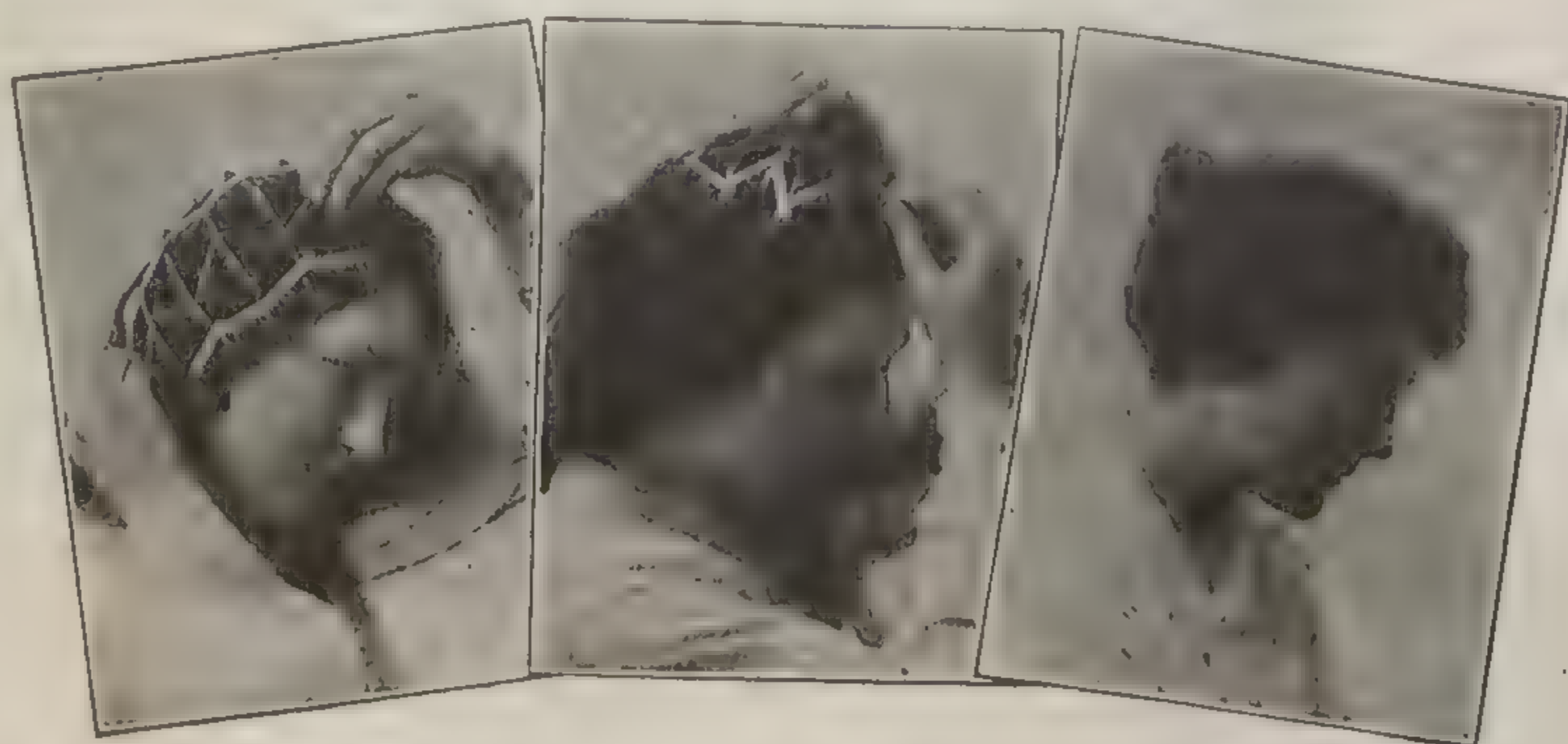
We have not at any time recommended and sold an article of better value than the Nestlé "Home-Outfit" for permanent waving.

Private families, Dressmakers, Milliners, Actresses, School girls, Dancers, professional swimmers, etc., are among its users. Their demands are various but we satisfy them in practically every case. Where ladies can afford to go to the Nestlé-establishment or to a certified Nestlé-waver we recommend them to do so. But otherwise our Home-Outfit produces absolutely the same thing.

With this Home-Outfit like with our own process (Patented) no obnoxious chemically charged flannels, steam pads or lotions are applied. The Nestlé process is in this respect radically different from the older methods of waving. It does not produce the dry frizz so often noticed, nor can it injure the hair by burning or scorching.

Wind up a curler full of hair, cover it with the Nestlé patent tube, then with the Nestlé heater for ten or eleven minutes and you have a curly strand which can be shampooed at will, made into a "marcel" wave, a "round" wave or a hanging curl as children wear them.

Our illustrated booklet will give you all the further particulars. The Outfit costs but 15 Dollars and lasts for a life time.



The Nestol Comb

This Nestlé Invention opens the way for seventy-five percent more naturally curly and wavy hair. Don't ever use hot irons or nightly hair-curlers on hair which shows any natural curliness—if ever so little. Use a water-wave with the Nestol Comb and such hair will immediately respond and improve its natural characteristic. It is also adaptable after a permanent wave. At our establishment it is in constant use.

Price \$2.00 and \$2.50 (4 and 5 inch sizes). Foreign postage extra.

The undermentioned firms are certified Nestlé License holders who have had their instructions at the New York Nestlé permanent waving establishment.

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1534 Second Ave.

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Seattle, Washington

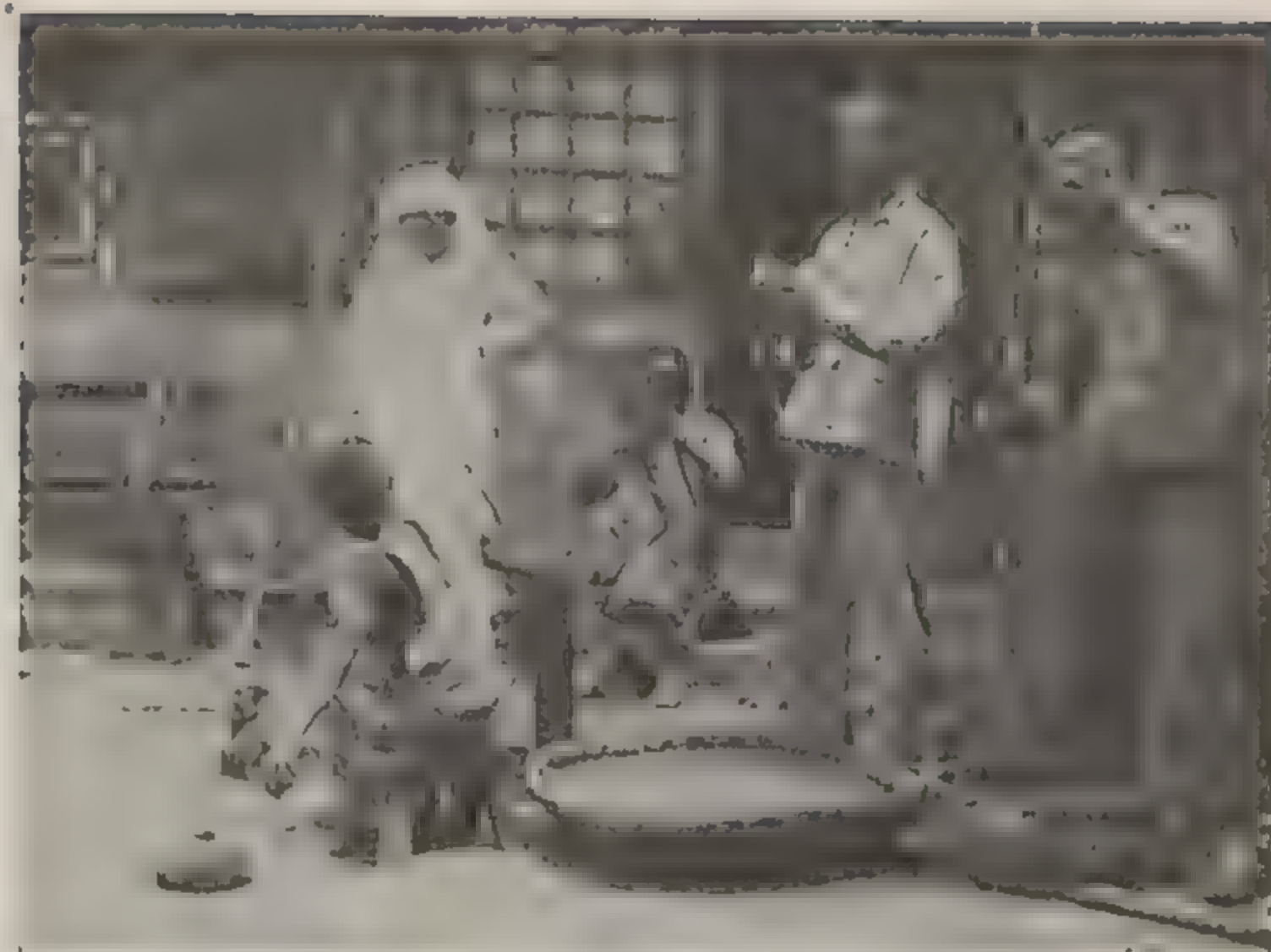
525 Thirteenth St. N.W. Washington, D. C.

Illustrated descriptive Booklet may be had from

C. NESTLÉ CO., 657 and 659 FIFTH AVENUE
Corner 52nd Street NEW YORK

Original Inventors of Permanent Waving

Telephone Plaza 6541



C. E. Le Mungeon

Whole Chinese families are at work together in the factory where the camel's hair is made into wool

FROM CAMEL TO SOCK

(Continued from page 94)

Sometimes, too, the husbands are persuaded to take more than a financial interest in the good work. At a dinner, recently, the manager of the International Bank, whose wife is one of the most enthusiastic workers for the Red Cross, was seen to produce a flowered knitting bag and to proceed to turn the heel of a sock with the air of an expert. However, the relation of the masculine to the feminine knitting is expressed by the coolie's interpretation of the Red Cross sign which adorns all good American homes. The big cross, the coolies think, stands for "Meesy"; the little crosses for "Master" and the children.

RAISING MONEY FOR THE RED CROSS

But, when it comes to raising money, the men prove that as members of the Red Cross they are not merely figure-heads. One of the most exciting things that has happened in Peking lately was a Red Cross carnival under the chairmanship of Ambassador Reinsch. Every one helped, from the Italian "redeemed" prisoners from Russia to the camels. The camels, in fact, were the most paying feature of the show. For twenty cents one might try the experiment of traveling on one of these ships of the desert. A newspaper report states that "the camels walked a thousand miles and earned more money than the most optimistic camel

ever believed possible in the same space of time. A small camel pilot was heard to remark that along toward the last the beasts "couldn't get down, couldn't get up, and when up, couldn't move." There were also the red chairs in which the Chinese maiden is carried to her husband's home, and for twenty cents one might ride in one of these, feeling like a bride. The music was cosmopolitan. The Chinese naval band and the Italian redeemed prisoners added their quota of melody to the efforts of the Americans. One of the most popular of the amusements was "swatting the Kaiser." When the performance was over His Majesty had a sorry appearance, and if he ever hears about the five thousand dollars that his royal countenance helped the American Red Cross to make, he will look even sorrier than on this occasion.

THE CAMEL'S PART IN THE WAR

But, after all, the "swatting" of the Kaiser in Peking is not confined to carnival days. It is an amusement in which the American women at the Red Cross rooms daily indulge, for every bandage and every sweater that goes out from this busy centre is one more blow struck in the cause of freedom and democracy, and of all the soldiers arrayed against the armies of the Kaiser not the least among these is the patient camel of Peking.

ON HER DRESSING-TABLE

(Continued from page 92)

many do's and don'ts for these overseas journeys and many suggestions as to what is required in the field. One young woman claims that her greatest comfort was a tiny incense burner to use in her quarters after hours of unspeakable work in the hospitals. It is a well-known fact that a thorough change of atmosphere is soothing and at the same time invigorating. For this purpose a charming metal stand with perforated top and a packet of a delicious oriental incense to burn in it may be bought, compactly arranged in a small box, for \$1. This makes a charming gift for a young woman about to start on her journey to France.

Speaking of the Orient, it is interesting to learn that from China come some fragrant bath salts which are said to assist in reducing one's weight. These cost 35 cents a packet. Of course, it is never wise to undertake any process of reduction without first consulting one's physician; many women have suffered in the

past few years in their attempts to become fashionable Parisian figures "in a night." War work and Hooverizing have accomplished much in making women as nature meant them to be.

Apropos of that, a Parisienne has come over with a wonderful brassière which she has evolved from studying sculpture and the natural lines of the figure. This dainty trifle, made of two folds of the finest pink net, is so ingeniously cut and fitted that an exquisite line is obtained, and the figure that has suffered from distortion by wrongly fitted stays and brassières takes on its proper proportions when one of these charming garments is worn. These brassières cost from \$5 up.

Note.—Readers of Vogue inquiring for names of shops where dressing-table articles are purchasable should enclose a stamped and addressed envelope for reply, and state page and date of this issue of Vogue.



Suzanne
has not
forgotten
Madame's
Milo Violets,
bringing to
Madame's
"dejeuner au
lit" a distinctive
delicacy
of fragrance
quite inimitable



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VIOLETS
Delicately scented
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If your dealer cannot supply you,
write to Dept. M.V., 8th floor, 1790
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M.V., 38 Cathcart St., Montreal, Canada.



HANDEL *Lamps*

*I*N the making of these unusual lamps, every device of the artist-craftsman is brought into full play. The search for the motif; the choice of pleasing lines which shall bring the base in harmony with the shade; the fashioning of the durable materials, and finally the hand decorating of the shade, make them art objects of permanent attractiveness.

Beautiful and Useful

The Library Table Lamp in the illustration to the left is No. 6637—a lamp of decorative value as well as utility.

Handel Lamps are sold by a dealer near you. We can send you his name. Ask him to show you Handel Lamps.



6672
Boudoir
Lamp



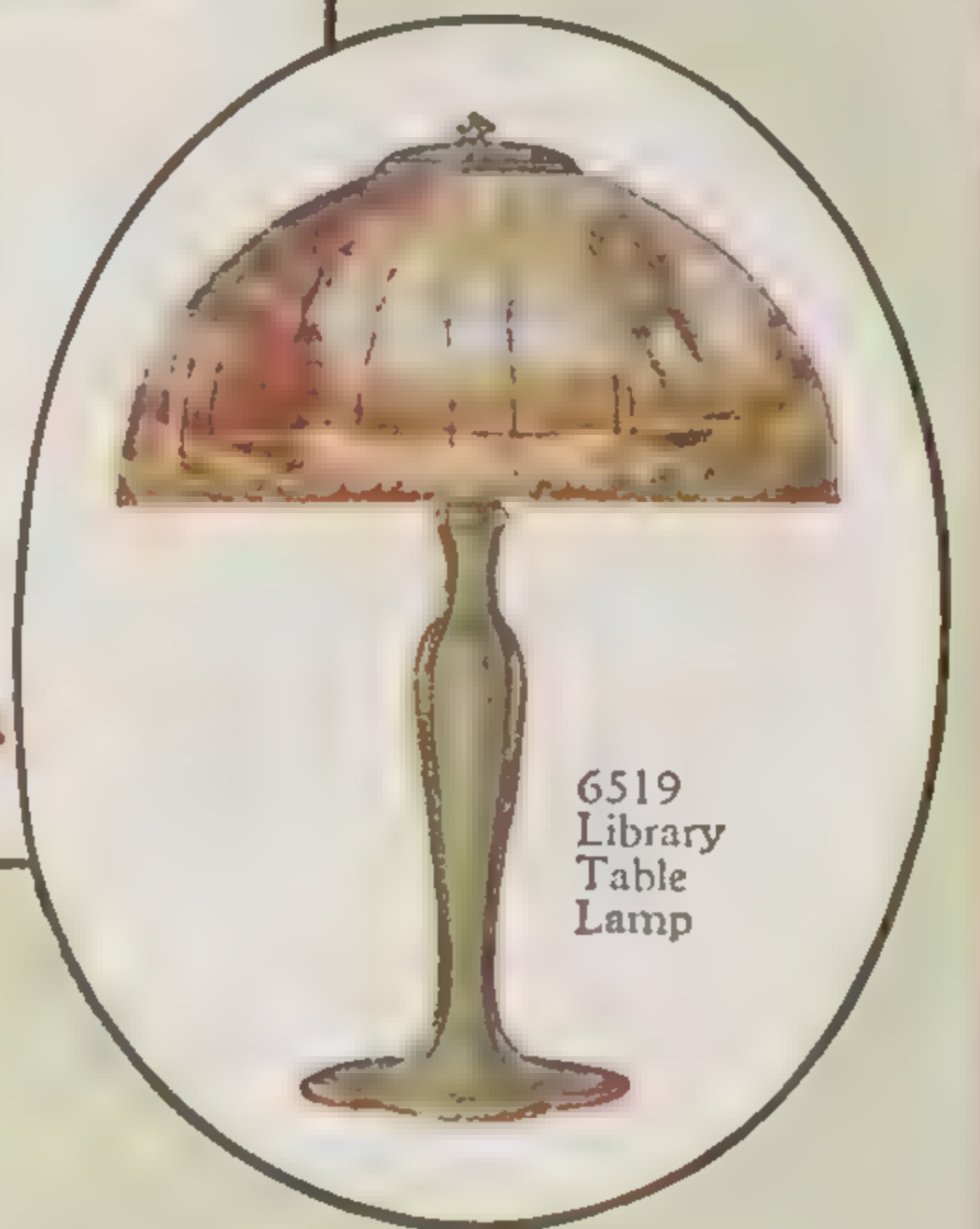
6668
Boudoir
Lamp



6372
Desk or Piano Lamp



6641
Library
Table
Lamp



6519
Library
Table
Lamp

THE HANDEL COMPANY
386 EAST MAIN STREET
MERIDEN, CONN.

S O C I E T Y

Births

NEW YORK

Day.—On September 18, to Mr. and Mrs. Howard Osgood Day, a son.

Pyne.—On September 7, to Mr. and Mrs. Grafton H. Pyne, a son.

Steele.—On August 5, to Mr. and Mrs. S. Wyman Steele, a son.

Taft.—On September 16, to Lieutenant and Mrs. Charles P. Taft, second, a daughter, Eleanor Kellogg Taft.

PHILADELPHIA

Thayer.—On September 17, to Captain and Mrs. John B. Thayer, third, a son, John B. Thayer, fourth.

SAN FRANCISCO

Blyth.—On August 26, to Mr. and Mrs. Charles Reginald Blyth, a daughter.

WASHINGTON

Hyatt.—On September 24, to Mr. and Mrs. Franck Hyatt, junior, a daughter.

Deaths

NEW YORK

Burr.—On September 26, Susan Strong Burr, wife of George Lindsley Burr.

Burrell.—On September 21, Clara De Forest Burrell, wife of the Reverend Doctor David James Burrell.

Crane.—On September 21, Albert Crane.

Crowninshield.—On September 13, at Capri, Italy, Frederic Crowninshield.

Donald.—On September 23, James M. Donald.

Emilio.—On September 16, Captain Luis F. Emilio, U.S.A.

Robinson.—On September 12, Douglas Robinson.

Weir.—On September 25, Mary Badgley Weir, wife of Robert Fulton Weir.

Winslow.—On August 23, in France, Captain Kenelm Winslow, U.S.A.

CLEVELAND

Herrick.—On September 15, Caroline Parmely Herrick, wife of Myron T. Herrick.

Wilson.—On September 12, at Fort Sheridan, Illinois, Lieutenant Paul W. Wilson, son of Myron H. Wilson.

WASHINGTON

Blackburn.—On September 12, Joseph C. S. Blackburn.

Engagements

NEW YORK

Jackson-Ball.—Miss Elizabeth S. Jackson, daughter of Mr. Frederick Wolcott Jackson, to Lieutenant Grosvenor L. Ball, son of Mrs. Thomas Haines Pierson.

Kimball-Hartshorne.—Miss Esther Kimball, daughter of Dr. Reuel Baker Kimball, to Mr. Robert D. Hartshorne, son of Mr. Hugh Hartshorne.

Singer-Shields.—Miss Florence Singer, daughter of Mr. Arthur J. Singer, to Captain Nelson T. Shields, junior, U.S.A., son of Dr. Nelson T. Shields.

Smith-Berg.—Miss Elizabeth Henderson Smith, daughter of Mrs. Archibald H. Smith, to Lieutenant Hunter Van Beil Berg, U.S.A., son of Mr. Charles I. Berg.

Stagg-McKim.—Miss Helen T. Stagg, niece of Mrs. Arthur Bedell Benjamin, to Mr. Robert Remsen McKim, U.S.N.R.F., son of Mr. Robert Albert McKim.

BOSTON

Robins - Kingsland.—Miss Juliet P. Robins, daughter of Colonel Edward B. Robins, U.S.A., to Mr. Lawrence Douglas Kingsland, second.

Seabury - Hoyt.—Miss Alice Seabury, daughter of Mr. Frank Seabury, to Ensign Joseph Blachley Hoyt, junior, U.S.N., son of Mr. Joseph Blachley Hoyt.

Whittier-Holmes.—Miss Edith Lincoln Whittier, daughter of Mr. Thurston Whittier, to Mr. Edward Otis Holmes, junior, son of Mr. Edward Otis Holmes.

SOUTHERN CALIFORNIA

Busch-Jarvis.—Miss Amy Eliot Busch, daughter of Mr. Albert Hamilton Busch, to Ensign Van Buren Jarvis, U.S.N.

Weddings

NEW YORK

Cobb-McKeever.—On September 21, in the chantry of Saint Thomas's Church, Ensign Boughton Cobb, U.S.N., son of Mr. Henry Ives Cobb, and Miss Edith McKeever, daughter of Mr. I. Chauncey McKeever.

Fletcher-Camp.—On October 19, in Saint James Church, Fordham, Mr. Andrew Fletcher, junior, son of Mr. Andrew Fletcher, and Miss E. Dorothea Camp, daughter of Mr. John McKesson Camp.

Gatch-Tripp.—On October 5, Lieutenant Nelson B. Gatch, Aviation Section, U.S.A., son of Mr. Elias S. Gatch, and Miss Olive A. Tripp, daughter of Mr. Guy E. Tripp.

Jones-Haskell.—On September 23, in the Church of the Incarnation, Ensign Howland B. Jones, U.S.N.R.F., son of Mr. W. Strother Jones, and Miss Margaret Riker Haskell, daughter of Mr. J. Amory Haskell.

Kernochan-Hatch.—On August 21, in Paris, France, Lieutenant Marshall R. Kernochan, U.S.A., son of Mrs. William Pollock, and Miss Caroline Hatch, daughter of Mr. W. Denison Hatch.

ATLANTA

Moore-McKee.—On September 7, at the home of the bride's parents, Captain Perry E. Moore, U.S.A., son of Mr. Clement Moore, and Miss Margaret McKee, daughter of Mr. Hugh L. McKee.

BOSTON

Geer-Warren.—On September 28, at Williamstown, Massachusetts, Mr. Danforth Geer, junior, Ordnance Department, U.S.A., son of Mr. Danforth Geer, and Miss Ellen W. Warren, daughter of Mr. Bentley Wirt Warren.

Leonard-Thomas.—On September 26, in the Arlington Street Church, Captain Melvin H. Leonard, U.S.A., son of Mr. Charles M. Leonard, and Miss Frances Thomas, daughter of Mrs. William Clark Thomas.

DALLAS

Chappell-Pettibone.—On September 23, in Dallas, Texas, Lieutenant William R. Chappell, Chemical Service, U.S.A., son of Mr. Henry W. Chappell, and Miss Mary Pettibone, daughter of Mr. Frank G. Pettibone.

PHILADELPHIA

Knipe-Wetherill.—On October 12, Ensign Karl Frederick Knipe, U.S.N., and Miss Ada L. Wetherill, daughter of Mrs. George D. Wetherill.

Peck-Jefferis.—On September 11, in Saint John's Church, Devon, Pennsylvania, Mr. Howard Morrell Peck, son of the late Ernest Hamilton Peck, and Miss Marie S. Jefferis, daughter of Mr. J. Herbert Jefferis.

Poultney-Alison.—On October 8, Mr. E. Curzon Poultney, and Miss Frances A. Alison, daughter of Mrs. Francis J. Alison.

PITTSBURGH

Lloyd-Stevenson.—On September 18, in Saint Paul's Church, Stockbridge, Massachusetts, Mr. John W. Lloyd, and Miss Eleanor Jacer Stevenson, daughter of the late George Keepert Stevenson.

PROVIDENCE

Thomas-Hoffman.—On September 12, in All Saints Memorial Church, Lieutenant Frederick Wallace Thomas, U.S.A., son of Mr. William H. Thomas, and Miss Constance Hoffman, daughter of Mr. Henry A. Hoffman.

WASHINGTON

Devore-Stewart.—On August 25, in Boston, Massachusetts, Brigadier-General Daniel Bradford Devore, U.S.A., and Miss Helen G. Stewart, daughter of Mrs. Alexander Stewart.

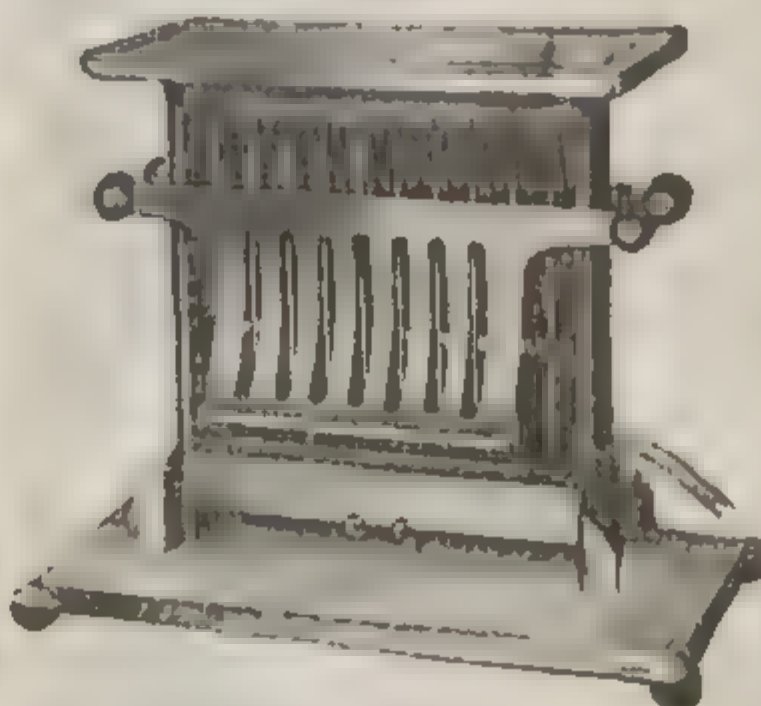
UNIVERSAL

ELECTRIC Home Needs

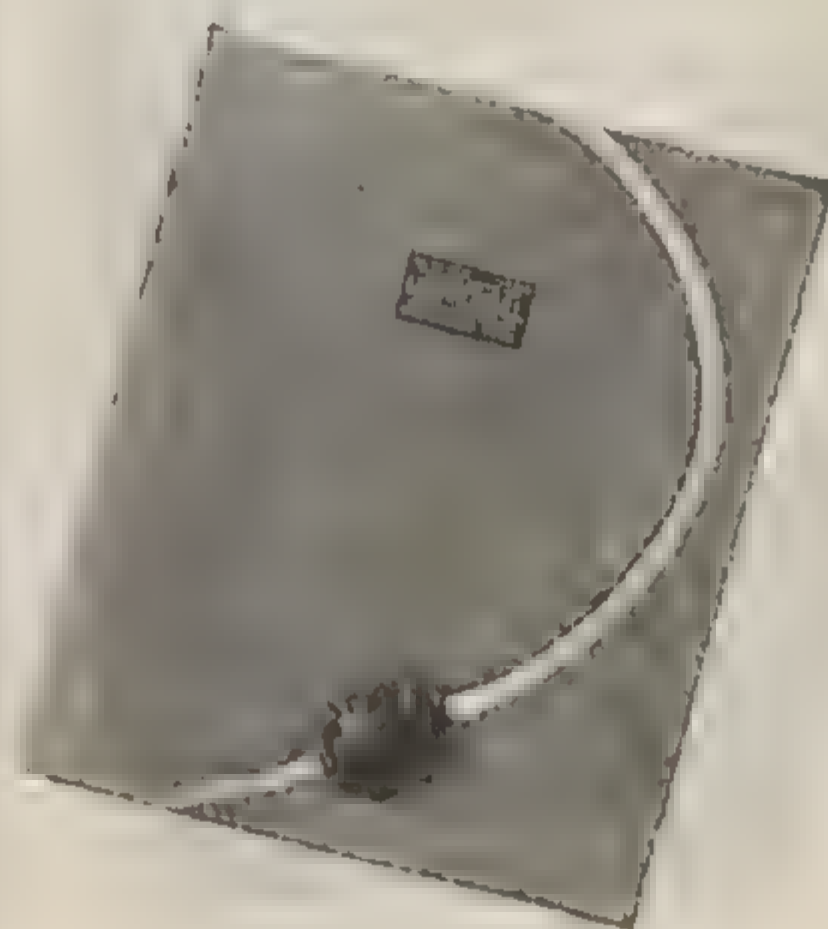


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UNIVERSAL Four Heat Electric Grill No. E984. \$9.50



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UNIVERSAL Electric Heating Pad No. E9940. \$9.50



Universal Electric Chafing Dish No. E940. \$20.00. Others from \$16.00 upward.

A complete cooking appliance that helps in the conservation of fuel, food and time. Cooks a complete meal for two or three persons at the dining table. Has four degrees of heat and can be instantly regulated for any cooking operation. An ideal appliance for those living in small apartments, bungalows, etc.

UNIVERSAL Electric Toaster

Makes uniformly browned toast, right beside your plate, a slice a minute. The result is that the "Universal" Toaster is in daily use, and is probably the most prized and talked about electrical appliance in the home.

UNIVERSAL Electric Heating Pad

When coal must be conserved furnace heat in sleeping rooms is in the non-essential class. But a UNIVERSAL Heating Pad slipped between the sheets for a few moments before you jump in makes the bed warm and comfortable all night with all other heat in the room shut off. The UNIVERSAL also adds to the comfort and health of outdoor sleeping.

UNIVERSAL Electric Chafing Dish

Has two degrees of heat making it possible to perform the regular cooking operation or to merely keep the food warm until ready to serve. Made in several patterns.

On sale at Electric Lighting Companies, Electrical Dealers, Hardware and Housefurnishing stores everywhere.

Write Department No. 136 for Free Booklet

LANDERS, FRARY & CLARK
New Britain - - Connecticut

UNIVERSAL

Handkerchiefs for Christmas at McCutcheon's

This year, in spite of War conditions, our stock of Pure Linen Handkerchiefs for the Holidays is larger than ever before, because we ordered very heavily two years ago, in anticipation of the present Linen shortage, and before the price of Linen advanced so sharply.

We are, therefore, in a position to offer our patrons *unusual values* in Holiday Handkerchiefs. All are of *pure Linen*, as McCutcheon Handkerchiefs have been for the past 63 years. We counsel early selection while stocks are complete.

Initialed Handkerchiefs

For Women—\$3.00, 4.00, 6.00 to 12.00 the dozen.

For Men—\$6.00, 7.80, 9.00, 12.00 and 15.00 the dozen.

For Children—3 for 65c.

Embroidered Handkerchiefs

From France, Ireland, Switzerland, Spain, and Madeira. We have never had a more beautiful assortment, and the values have never been better.

For Children—All white, and white with colored borders, 25c., 50c., 75c. and \$1.00 each, and up.

For Women—All white, and with colored borders, 25c., 35c., 50c., 75c. and \$1.00 each, and up.

Khaki Handkerchiefs

Pure Linen, of good serviceable quality and generous in size, 65c. and 75c. each.

Orders by mail filled promptly

Handkerchief purchases are delivered in dainty McCutcheon boxes suitable for presentation purposes.

We respectfully suggest that in so far as possible you act on the Government's request that Christmas shopping be done in November this year.

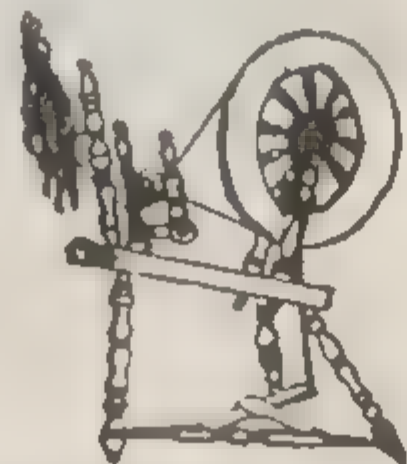
Our illustrated Fall and Winter Catalogue, which will be sent gladly on request, is full of sensible Christmas Gift suggestions.

James McCutcheon & Co.

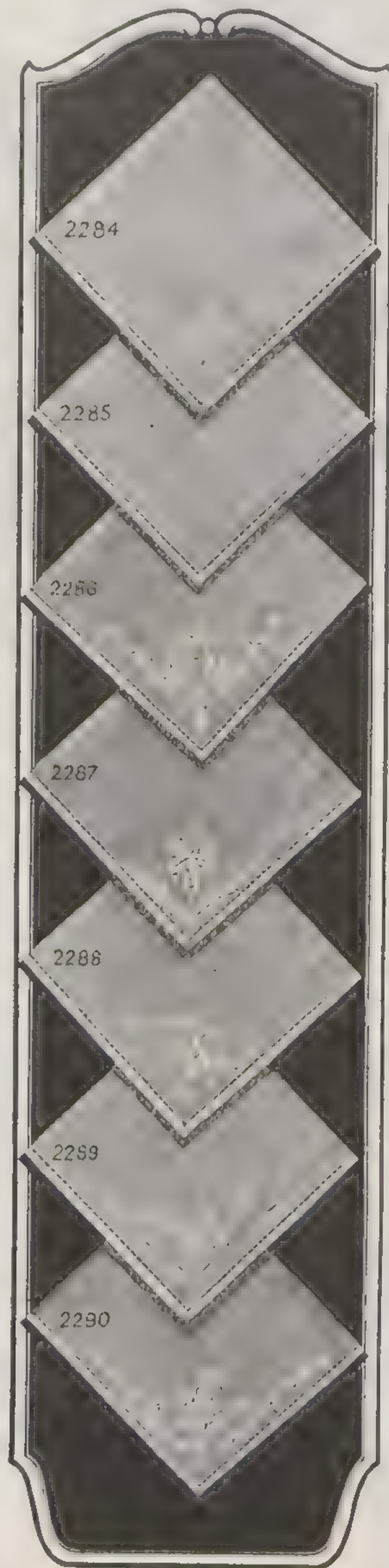
*The Greatest Treasure House
of Linens in America*

Fifth Ave., 34th and 33d Sts.

New York



Reg. Trade Mark



McCutcheon Pure Linen Handkerchiefs \$1.00 each, postpaid



When one wants to look tailored (which is almost synonymous with "capable"), this trim black hatter's plush hat is a good beginning, and the little silver fox neck-piece is an excellent second step. Hat, \$22.50; fur, \$28

SEEN in the SHOPS

(Continued from page 74)

Sketched at the lower right on page 73 is a hand-made blouse of white batiste. The tucks on the front of the blouse, on the collar, and on the cuffs, are effectively scalloped by means of an old-fashion quilting stitch, and the shoulder seams and sleeves are finished with lingerie beading. The hat shown with this blouse is distinctly poke shaped. It is made of blue velvet and has a sweeping bow of tiny blue feathers across the front.

THE NEWEST BLOUSES

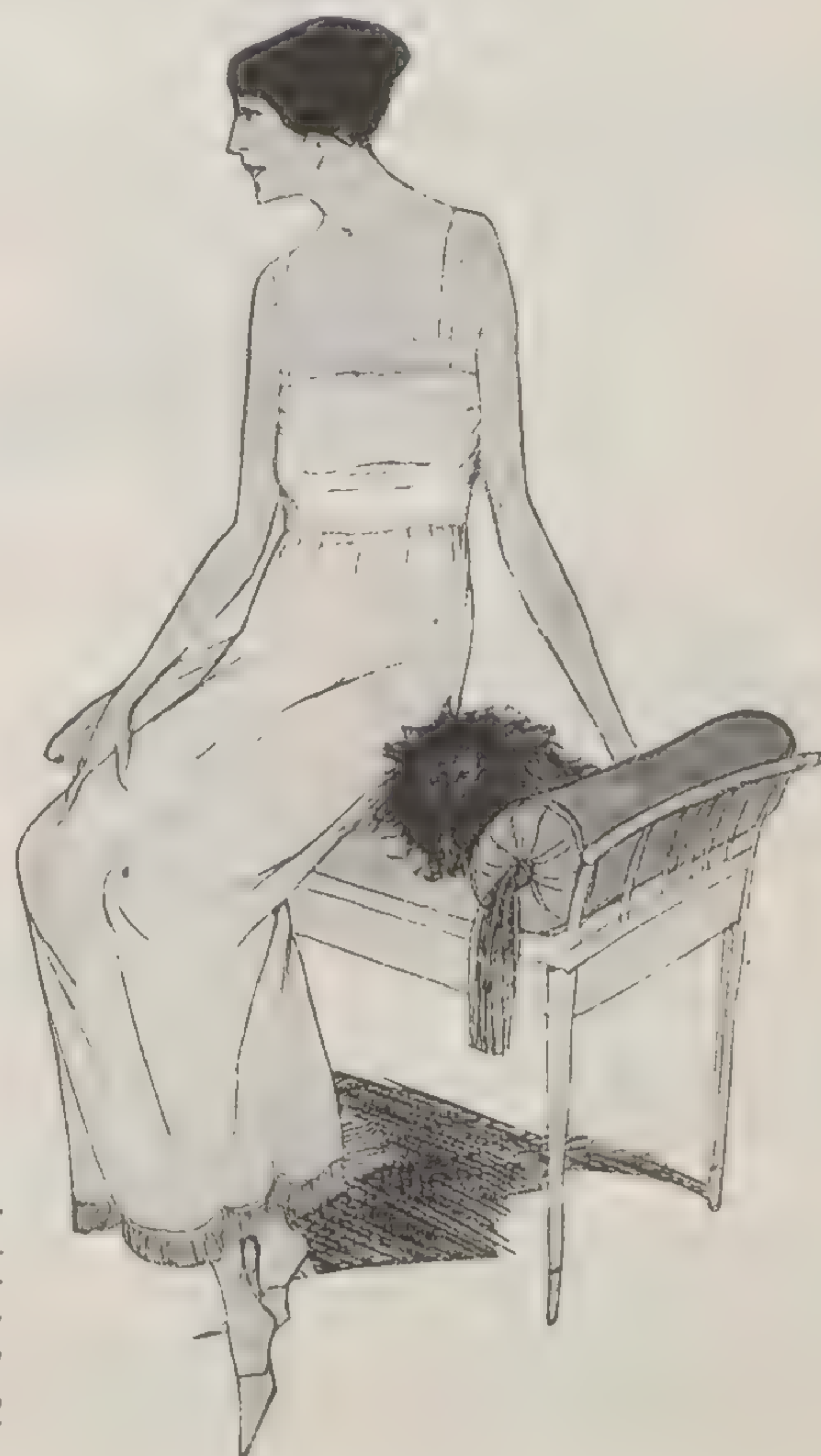
The majority of blouses this season are dependent on the smaller details for their claim to distinction. There is a marked preference for the narrow pleated ruffles on collars and cuffs, to outline yokes, and often to edge tucks, for this is a form of trimming which is always effective and generally becoming. The present version of the tailored blouse is very smart and the rapidly increasing ranks of uniformed war workers are perhaps responsible for the extensive showing of blouses of this type in the shops. They are developed in many different materials, ranging from

heavy wash fabrics, such as linen and madras, to crêpe de Chine and satin. However, the favourite silk is undoubtedly silk habutaye and the various weaves resembling it, such as radium taffeta, pussy willow, and the effective new material, Chamirose.

TAILORED LINGERIE

There are two reasons for the growing popularity of so-called "tailored lingerie." One is the simplicity of outline of the fashions of the present season, and the other, and perhaps more effective reason, is the almost universal wearing of some sort of a uniform for war work. Ruffles and laces are not at all consistent with a khaki blouse, nor are they comfortable, and softly flounced petticoats were not designed to wear with puttees or a serviceable cloth skirt. In the sketch at the bottom on page 100 are shown two interesting examples of this type of underwear. Both of these are of good material, well made and finished in every detail. The envelope combination at the

(Continued on page 100)



Just right to wear under a tailored costume or a uniform is this satin brassiere and the silk jersey petticoat; brassiere, \$1; petticoat, \$5.95

H. HOUBIGANT, OF PARIS

The Soul of Romance

ethereal, enchanting, lies
imprisoned in Houbigant's
creations :: :: :: ::

Caressing in fragrance, unob-
trusive in charm, their delicacy
and refinement are beyond the
reach of words :: :: ::

Houbigant—Master Perfumer
of Paris :: :: :: ::

Houbigant's Quelques Fleurs

is the world's most exquisite
perfume :: :: :: ::

It is sold by the smartest
shops in extracts, powders,
sachets, etc. Other Houbigant
odors are Parfum Ideal, Evette,
Coeur de Jeannette, Quelques
Violettes :: :: :: ::

Perfume samples 35c each.—Address

PARK & TILFORD, Sole Agents
529 West 42nd Street :: :: New York





One may banish a camisole completely if one wears this well-fitted brassiere under one's tailored clothes; \$2.95

SEEN in the SHOPS

(Continued from page 98)

left is of white batiste with a top cut to fit without any bothersome ribbon. The fulness at the waist is caught in with a narrow pink batiste binding. This same pink binding is used as a finish for the entire combination, and is a most effective trimming which is often seen on hand-made French lingerie. At the right in this same sketch is a nainsook combination with a top which is in reality a deep hem caught in with a soft pink satin bow to suggest a brassiere. The shoulder straps are double bands of nainsook. The cut of this combination makes it particularly good for wear under a uniform or for athletic use of any sort.

AN EXCELLENT BRASSIÈRE

Sketched at the top of this page is a brassiere made of very heavy flesh coloured coutil. The shoulder straps are of elastic encased in flesh coloured satin ribbon, thus doing away with the ugliness of elastic and still allowing great freedom of action. A brassiere of this type does not require a camisole, and this is of especial interest to women who are inclined

to be stout and dislike to wear both a camisole and a brassiere. This model fastens at the back.

The brassiere shown in the sketch at the bottom on page 98 is a most unusual value. It is of flesh coloured satin and is slightly boned at either side. The back is cut quite low and has elastic inserts in the centre of the back, and the shoulder straps are of ribbon. The petticoat shown in the same sketch is of silk jersey and is made with lines which are extremely good. It has no flounce, and the hem is scalloped and edged with silk fringe. This petticoat may be had in navy blue, black, dark brown, or fawn—all the serviceable colours.

FOR CHILLY MORNINGS

The negligée sketched at the upper right on page 74 will prove a delight on chilly mornings. It is of albatross and cut after a new fashion which suggests the generous folds of an Arabian burnouse. Narrow bands of the albatross finish the openings for the arms. This comes in very lovely soft shades of pink or blue.

CAMMEYER

Branch De Luxe

381 Fifth Avenue New York

Exclusive footwear for Women.

Exhibitions of our Footwear are now being held at all the larger cities



Two excellent examples of the new popular "tailored lingerie" are the batiste envelope combination, at the left, and the nainsook one with fitted top, at the right; \$2.35; \$1.85



COUPÉ LIMOUSINE

Designed and built for Mrs. George A. Forman of Buffalo

Custom Department, THE LOCOMOBILE COMPANY OF AMERICA, Makers of Fine Motor Cars

Let the Y. M. C. A. Do It For You

You can't send chocolate to the boys across the water—but the Triangle workers can hand it to them. You can't serve them, but you can hearten them.

You can't furnish them with music, light, warmth, books, magazines, inspiring speakers, a place to write and materials to write home—except by your contributions to the Y. M. C. A.



Earl Balleu, Y. M. C. A. worker, giving chocolate and smokes to sentries in advanced listening post. This is the extreme advanced position on the active front.

Space donated by

Whitman's

Chauffeurs' Outfits Special at \$75



Suit \$34.00

*Suit, Overcoat
and Cap to
match*

With good fabrics scarcer than ever, there is now but one Royal road to economy in Motor Apparel, and that is, **QUALITY**. In this Chauffeur's Outfit, consisting of Suit, Overcoat and Cap, of fine dark gray all-wool whipcord, we offer, considering conditions, an outfit which is remarkable for both quality and value. The outfit complete, \$75.00, or as follows:

Overcoat \$38.00



Cap \$3.00

Brill Brothers
BROADWAY AT 49th STREET



Appropriate Attire for Wartime Social Activities

The smartness and charm in dress which is characteristic of the American woman, is still her pride in these days of necessary economy. She now finds in

STAR SKIRTS

Styled to the Minute

the attire that most fully meets the needs of her many social activities. Fashioned in a great variety of styles, from many handsome silk fabrics, Star Skirts captivate the woman with an eye for beauty as well as practicability.

Every Star Skirt is fitted with the Sta-So Tailored Skirt Band, which insures perfect, lasting fit.

We will be pleased to give you the address of the store in your city that features Star Skirts.

STAR SKIRT COMPANY
NEW YORK CITY

ALSO MAKERS
OF THE FAMOUS
NEVRSINK
GUARANTEED WASH · SKIRTS



Lewis Smith

You'd never guess it from the fan, but Mary Servoss is the American socialist delegate in "Watch Your Neighbor," that wild and fascinating melodrama of spies and Secret Service

SEEN on the STAGE

(Continued from page 70)

son of the fact that, though he falls in love with her at sight, he honestly believes himself to be another man.

The audience is early invited to guess whether the hero is actually Richard Trent or Richard Craven; and the solution of this mystery is skilfully withheld until the final act. The ultimate answer to the riddle is no less satisfactory than unexpected. Meanwhile, many opportunities have been offered to the authors for toying with the unusual idea of an undetermined personality; and these opportunities are effectively developed, particularly on the desired side of humour. The part of the bewildered hero was beautifully played by Lionel Atwill; and the cast, considered as a whole, was adequate to the occasion.

"THE UNKNOWN PURPLE"

"THE UNKNOWN PURPLE", by Roland West and Carlyle Moore, is a rabid melodrama which appears to have entranced, with a scarcely predated quickness, the fancy of the populace. The hero is first revealed as a mild and modest inventor who spends so many hours in his scientific laboratory that his comparatively flashy wife has ample leisure to ally herself with another man. To get rid of the husband, this villain plans a crime and "frames up" his innocent rival as the apparently guilty party. The amiable scientist is plunged into jail; the villain marries the erstwhile wife of the inventor; and, in the long leisure of his enforced confinement, the hero is afforded ample time to perfect the big idea that has long been hovering in the background of his brain.

He invents an unknown "purple ray" that will render him invisible; and, after his ultimate release from prison, he employs this mystic light to help him in a series of robberies designed to ruin his rival and to reduce his former wife to desperation. The narrative idea of a person made invisible by mystic means was launched, half a century ago, by Fitz-James O'Brien; but it has seldom been employed behind the footlights. The working out of this idea, in the present case, is adequately clever; and the re-

sultant melodrama is, therefore, worthy of attention.

The stage-management of the mystic "purple ray" was not yet under adequate control on the early occasion when the present commentator saw the piece; but the project was materially aided by the finished acting of Richard Bennett in the rôle of the inventor. As was easily apparent, from an observation of the faces of the gathered audience, "The Unknown Purple" registered one of the earliest and most complete "successes" of the entire year.

"JONATHAN MAKES A WISH"

STEVENSON once wrote to Barrie,—"Thomas affects me as a lie—I beg your pardon; doubtless he was somebody you knew; that leads people so far astray. The actual is not the true."

While listening to the gradual delivery of the text of "Jonathan Makes a Wish", the present commentator was haunted by a feeling that the basic trouble with the play was that it was too authentically autobiographic. In telling this tale of a shiftless but imaginative little boy who was accustomed to play with a toy-theatre and aspired, in his fancy, to become in after years an accredited manager of big theatric projects, Mr. Stuart Walker was evidently dallying with a delicate chapter of personal reminiscence. He revealed his very heart, most frankly, to the public; but the casual and careless audience remained deaf to this appeal, because, as Stevenson remarked, "the actual is not the true".

Mr. Stuart Walker is almost a poet; and that little qualifying word—"almost"—is the one thing that has hitherto impeded him from realizing his obviously worthy aspirations. "Jonathan Makes a Wish" came very near to being a work of unquestionable loveliness. It was so nearly fine that, if only it could have been regarded as a little finer, it might have been accepted as a veritable contribution to the poetry of the present era. Mr. Walker, as a writer, is endowed with a sufficiency of charm; but he seems still to lack that sturdier attribute which was

(Continued on page 104)



J. M. Gidding & Co.
564-566 AND 568 Fifth Avenue 46TH AND 47TH STS.
"THE PARIS SHOP OF AMERICA"

INTRODUCE

Fashions Internationally Correct
in
Furs - Millinery - Gowns
Wraps - Suits - Coats - Blouses

WASHINGTON PHILADELPHIA NEW YORK PARIS CINCINNATI DULUTH

Importers ——— Originals



Furs

OF SUPERIOR QUALITY
DISTINCTIVE IN STYLE

For Christmas Gifts

Attractive models in Coats, Wraps, Coatees, Scarfs and Muffs in all the fashionable furs.

A wide range of prices

Catalog upon request

C. G. GUNTHER'S SONS

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New York

Furriers exclusively for ninety-eight years

Comfort is the key to outdoor enjoyment.

Sportif

A "BRAD" Sport Glove

is oh, so warm and comfy. A heavy, long-wristed, knit wool lining, encased in soft, pliable, perfect fitting leather that gives the ultimate in comfort and appearance, and yet permits the freest use of the fingers. The lining can be removed for cleaning or drying. MEN'S in Black, Tan or Khaki.

WOMEN'S in Tan.

All "BRAD" Sport Gloves are cut from exclusive patterns, and fit as though tailored — snug for style appearance, yet loose enough for perfect comfort.

Ask your dealer.

R. E. Bradford
2 Burr Street
Gloversville, N. Y.
Creator of "BRAD" Sport Gloves



P. S.

KAPTAIN KID and THE PIRATE are the two finest Cape motor gloves you can buy. Fold to fit your pocket.

"BRAD" Sport Gloves make exceptionally fine Christmas gifts.

L.P. Hollander & Co.

ESTABLISHED 1848

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Suits Coats

Furs Millinery

Blouses Lingerie

Misses and Children's
Clothing



FIFTH AVENUE AT 46TH STREET
NEW YORK

BOYLSTON STREET - BOSTON



Maurice Goldberg

Eileen Huban played the society farmerette in "Crops and Croppers," the rather slight piece with which Iden Payne launched his new repertory company at the Belmont Theatre

SEEN on the STAGE

(Continued from page 102)

described by the late Lord Tennyson as "guts". His flitting fancies are lovely enough, when regarded as matters that are merely intended to be decorative; but his basical imagination seems still deficient in that weighty quality which makes for sturdiness.

The production of this play disclosed a well-trained taste for every scenical expedient of visual appeal; and the practiced voices of the actors revealed a central purpose to fly the flag of culture throughout the course of the performance.

"FOREVER AFTER"

IT now appears that the "movies" can no longer be regarded as an inconsiderable training-school for prospective artists on the speaking stage. Sidney Drew, for instance, has become a better craftsman because of his long course of rehearsal before the camera; and Alice Brady has become a better actress because of her arduous period of experience as a motion picture "star".

At any rate, it is no longer possible to ignore the fact that Alice Brady is an actress who is capable of putting forth a positive appeal to the theatre-going public. Her well-considered and beautiful performance in "Forever After" is a thing to celebrate; and scarcely less worthy of commemoration is the performance of Conrad Nagel in the part that stands opposite to hers.

The piece itself, which was written by Owen Davis, is inconsiderable from any permanent point of view; but it reveals, at least, a greater tendency toward earnestness than has hitherto been shown in any of the hundred compositions of this ever-ready writer. "Forever After" is almost a good play; and it is acted and presented particularly well by a very competent cast.

"ONE OF US"

"ONE OF US," by Jack Lait, adds another item to the long list of antecedent plays that have started out in the slums and ended up in the even more fictitious regions of high society. The author, in this instance, remained on fruitful ground so long as he concerned himself directly with the hectic night-life of Chicago; but, when he attempted to transfer the setting of his story to the Lake Shore Drive, he waded beyond his depth. This "metropolitan comedy" was

truthful enough on its lower level, but became untruthful so soon as the spectator was asked to accept it as a record of existing conditions in the higher circles of society. A story that remained sufficiently impregnable while regarded merely as a basis for aerial bombardments with the ready bombs of satire was rapidly reduced to nothingness when the critical spectator was invited to review it as a record of experience.

"THE WALK-OFFS"

"THE WALK-OFFS" was written by Frederic and Fanny Hatton and was produced by Oliver Morosco. This fabric is so hopeless from any point of view that is permitted to a critical commentator that there seems to be no reason for thundering against it with unprecedented emphasis. These authors have managed to make money, from the very start of their endeavours, by catering to the prurient imagination of the general public, by pretending to reveal the secret vices of polite society.

"The Walk-Offs" is more clumsy in construction and more dull in dialogue than any of their antecedent plays. It is memorable only for its monumental exhibition of a lack of breeding. It is a bad play, not only from the point of view of structure and style, but also from the point of view of taste and tact. Henceforth, whenever the collaborative names of Frederic and Fanny Hatton are emblazoned on the bill-boards, well-bred gentlemen and ladies will be sufficiently informed to stay away.

"CROPS AND CROPPERS"

IDEN PAYNE attempted to initiate a repertory season at the Belmont Theatre by producing a piece entitled "Crops and Croppers," by Theresa Helburn. Because of Mr. Payne's past efforts, everybody wished him well; but it was difficult, for even the most friendly of his critics, to excuse the unaccountable aberration which led him to accept this trivial and worthless manuscript. No play that has ever been presented in the region of Broadway has looked more amateurish or more hopelessly incompetent. Miss Helburn seemed actually unacquainted with those elementary strategic tricks which enable a playwright to get his characters on and off the stage.

(Continued on page 106)

Belding's

Silk Fabrics - Spool Silks

*Belding means masterpiece
in silk manufacture. Belding
Beauty is classic in its charm;
and Belding Quality is true
economy—never so true as today.*

Belding Bros. & Co.
New York



VENUS
BY
J. HALBIG

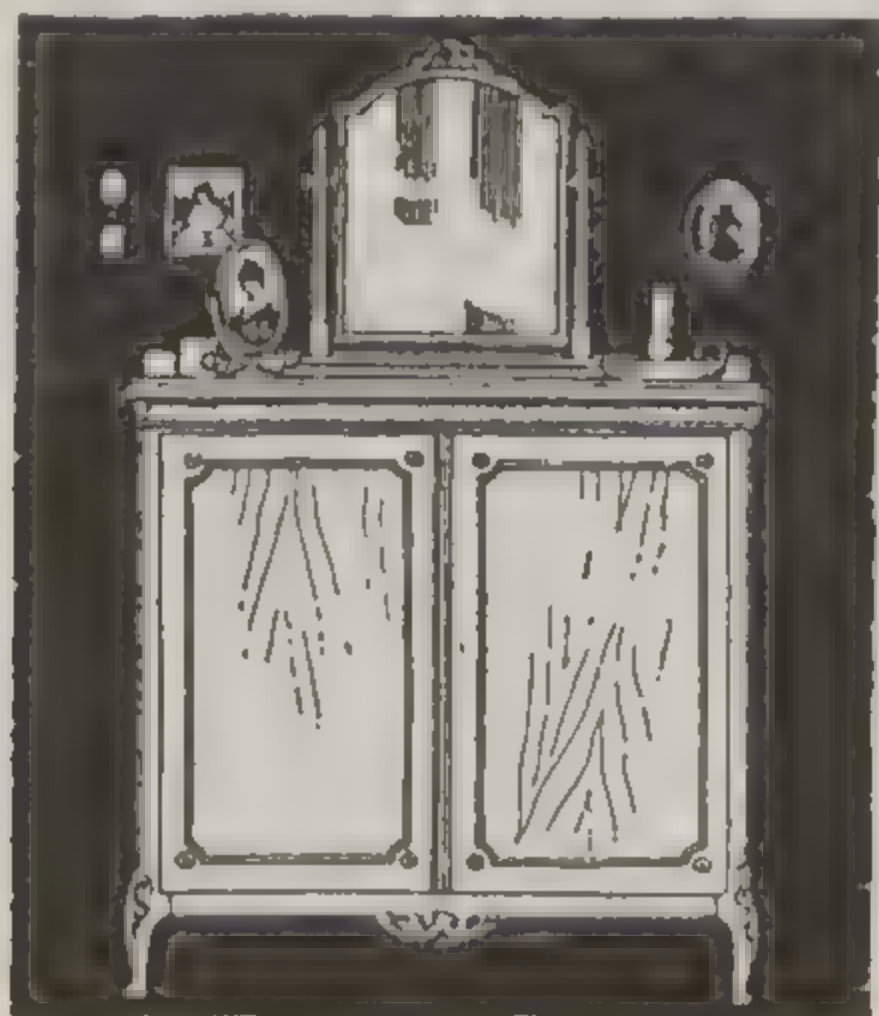
A WAR MESSAGE FOR THE FURNITURE BUYER

America must win the war—and the big job of American manufacturers is the production of war essentials.

To this vital task many of the skilled Berkey & Gay workers are now applying themselves. Naturally, our normal output of furniture is, therefore, diminished.

However, our reserve stock in Grand Rapids and New York with such other furniture as we may be able to manufacture, in addition to goods of our make now in the stores of our dealers, will, we hope, be sufficient to supply necessary requirements during the period of the war.

Where the purchase of new furniture is necessary, choose Berkey & Gay furniture. Each piece bears our inlaid Shop-Mark—the symbol of excellence in material, in cabinet work and design.



Berkey & Gay Furniture Company
450 Monroe Avenue
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A new and comprehensive exhibit comprising thousands of pieces of Berkey & Gay furniture may be seen at our New York showrooms, 113-119 West 40th Street, or at Grand Rapids. Visitors should be accompanied by, or have a letter of introduction from, their furniture dealer.



Not a trace of perspiration stain or odor!
Odo-Ro-No keeps the underarms absolutely
dry and fresh—relieves every perspiration
trouble.

At all toilet counters in the United States
and Canada, 60c and \$1.00. Trial size, 30c. By
mail postpaid if your dealer hasn't it. Address
The Odo-Ro-No Co., 316 Blair Avenue, Cincinnati,
Ohio.

If you live in Canada, address The Arthur Sales
Co., 29 Colborne Street, Toronto, Ont.

ODO-RO-NO

The toilet water for excessive perspiration



S E E N o n t h e S T A G E

(Continued from page 104)

Like any other amateur, she was copiously ready to write dialogue to cover up the fact that every interesting incident in her imagined story was presumed to happen off the stage; and the fluency of her dialogue may account for the mistake of Mr. Payne in accepting "Crops and Croppers" for production. But the play was very bad, from first to last; and even the performance was disappointing. It was inconceivable, for instance, that Eileen Huban, who speaks with a rich Irish brogue, should be accepted by the listening public as the sister of Louise Cook, who speaks with an accent that is exaggeratedly local. The language of the Bowery and of Killarney are two different phenomena; and these languages can not be spoken pointedly by sisters that are presumed to have grown up together in the same family in New York.

"THE MAID OF THE MOUNTAINS"

"THE MAID OF THE MOUNTAINS" has been presented frankly as an operetta of the old-fashioned type that used to please the public before the

days when Gilbert and Sullivan soared into their prime. It offers, therefore, a restful relief from the jazz and jangle of the ordinary musical production that is offered on Broadway. The book, by Frederick Lonsdale, is coherently constructed; and no critic would be sufficiently captious to point a finger at the fact that the story has been obviously inherited from the dear old days of Victor Hugo and Alexandre Dumas père. The hero of "The Maid of the Mountains" is no other person than our old and highly valued friend, Hernani.

This hero is acted, with his customary skill, by William Courtenay. Mr. Courtenay can not sing, and does not attempt to do so in the course of the current presentation. He merely wears the costumes and affects the attitudes of an heroic bandit to the heart's content. A sufficient amount of singing is accomplished by the other members of the cast; and it should be added that the music, composed by Harold Fraser-Simson, is eminently singable. Considered all in all, "The Maid of the Mountains" is a good old operetta of a good old-fashioned kind.

T H E A R T W A R R E L I E F

(Continued from page 66)

visualize closely the country in which they are fighting—for to many a boy from the flat Middle West, the accidented French landscape is difficult to visualize; for target designation according to the clock-face method in machine gun, artillery, and rifle practice; for panoramic sketching; for studying the general conformation and topographical features of the country; for working out problems of offence and defence. The French and British armies have been provided for many years with paintings and large lithographs for this purpose, but as there is, so far, nothing in the equipment provided by our Government to fill this need, the artists are giving these painted landscapes as presents to the officers of the companies. Our Government does not accept presents.

The Poster Committee cooperates with the Division of Pictorial Publicity of which Mr. Charles Dana Gibson is Chairman, and has been able to help many applicants to obtain posters for organizations doing war work, has placed posters received where they could be used to the best advantage if not reproduced for Government work, and has assisted artists wishing to render volunteer service.

In addition to work of this sort the Art War Relief does regular Red Cross work such as making surgical dressings and making hospital and children's garments and knitting. During the summer they were made Reclamation Centre No.

2, for the reclaiming of soldier's uniforms, which means that they did the family mending for sixty-eight hundred soldiers—a family that filled the camps and cantonments around New York and which is proverbially hard on its clothes. The Government especially approves of this work as it conserves material and helps in the tremendous task of fitting out new recruits.

Beside this reclamation work, the Art War Relief has made clothing for the children of the restored villages of France and for the refugees. Charming little dresses for children have been made from worn clothing. Creations have been evolved which the Art War Relief calls "thrift shirts" for babies, made from old stockings, but which are certainly attractive enough to serve as "silk tricot" dresses for some little French baby born since the Germans have begun their retreat to the Hindenburg line. Serviceable dresses for children a bit older have been made from men's shirts, and little coats from skirts that have been sent in in good condition. A new department, "The Children of the Allies", has been organized under the Chairmanship of Mrs. Jules Guérin.

Through the courtesy of Maison Maurice and Mr. Louis Hass, the Art War Relief occupies its spacious loft rooms at 661 Fifth Avenue, free of charge. All clothing or donations of any kind should be sent to this address.



Cousins Shoes
made in New York
for women

*Footwear of Exquisite quality
for formal or informal occasions*

*At Leading Stores in
Leading Cities*

RIBBON is decreed by the leading French and American Style Creators.

The very newest ideas in dress call for a greater use than ever of RIBBONS.

Untold are the possibilities revealed by

LADY FAIR

the new "J. C." double-faced, satin ribbon. Colorful and bewitchingly beautiful, it adds a much desired touch of real charm to the garment it trims.

Other successful "J. C." ribbons are

Satin de Luxe, Sankanac
Trousseau Thistle
Democracy

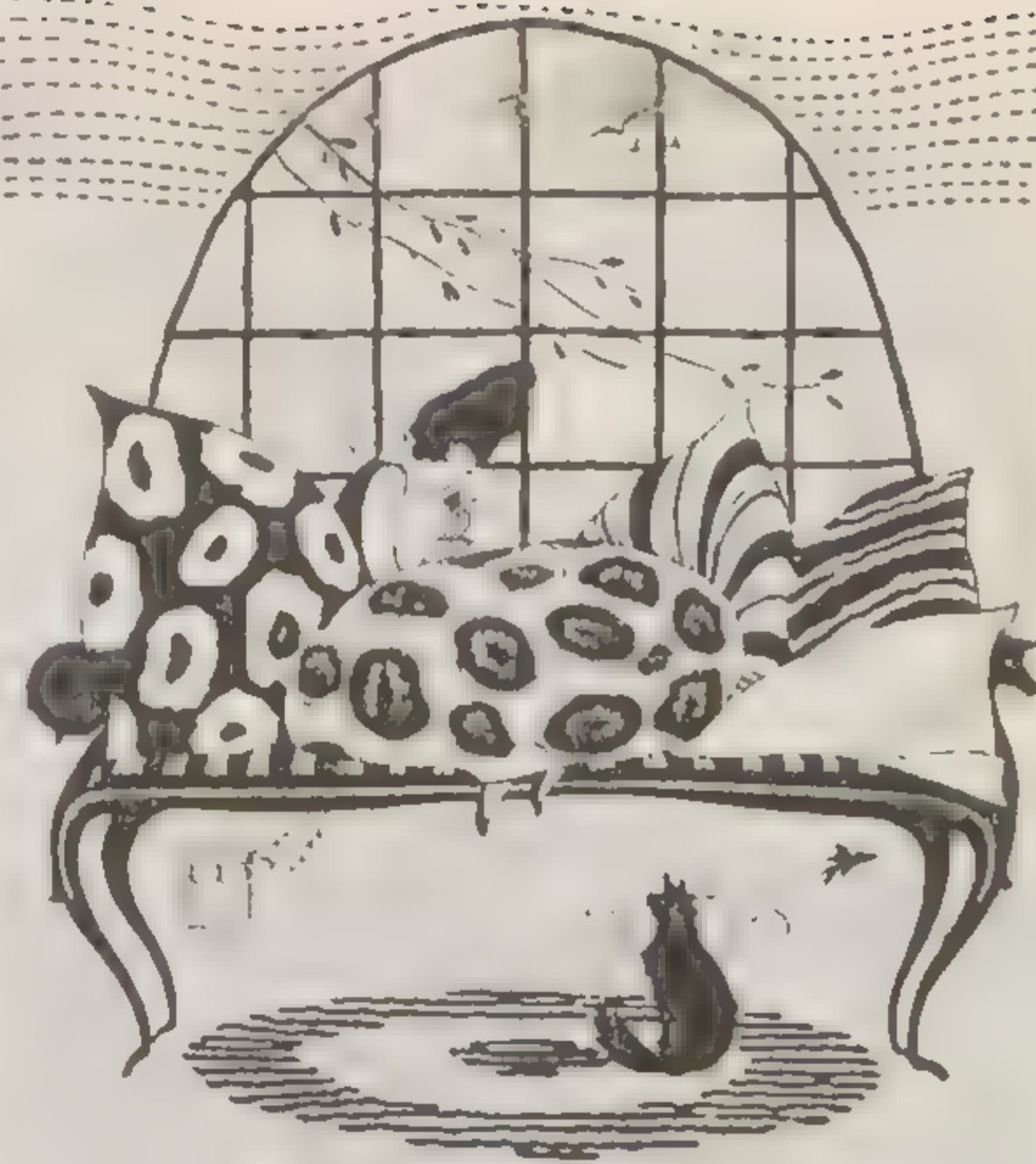
All registered trademarks
"J. C." ribbons
are on sale at
the better stores.
Buy by name.



Johnson, Cowdin & Company

40 East 30th Street,

New York



Honeymoon-Satin

EXTRAVAGANTLY LUXURIOUS

WOODED AND WON IS EVERY WOMAN WHO HAS ONCE WORN THIS SOFT-DRAPING, LUSTROUS, YARN-DYED BEAUTY-FABRIC. IT ALWAYS, EVERYWHERE, "BELONGS".

Morning Glory

THE SILK INCOMPARABLE FOR UNIVERSAL WEAR

A DAINTY, PURE-DYE TEXTILE OF SHEEN AND LUSTROUS LOVELINESS. IT LENDS MUCH TO THE GRACE AND ELEGANCE OF THE DRESS, WAIST, COAT, SUIT, OR LINING.

Shown at the select shops in all colors. For your protection the name appears on selvage in the piece or in the garment.

BERFELDEN MILLS

Silk Manufacturers

390 FOURTH AVENUE, NEW YORK



Front lace and back lace

KABO

"LIVE MODEL" CORSETS AND BRASSIERES

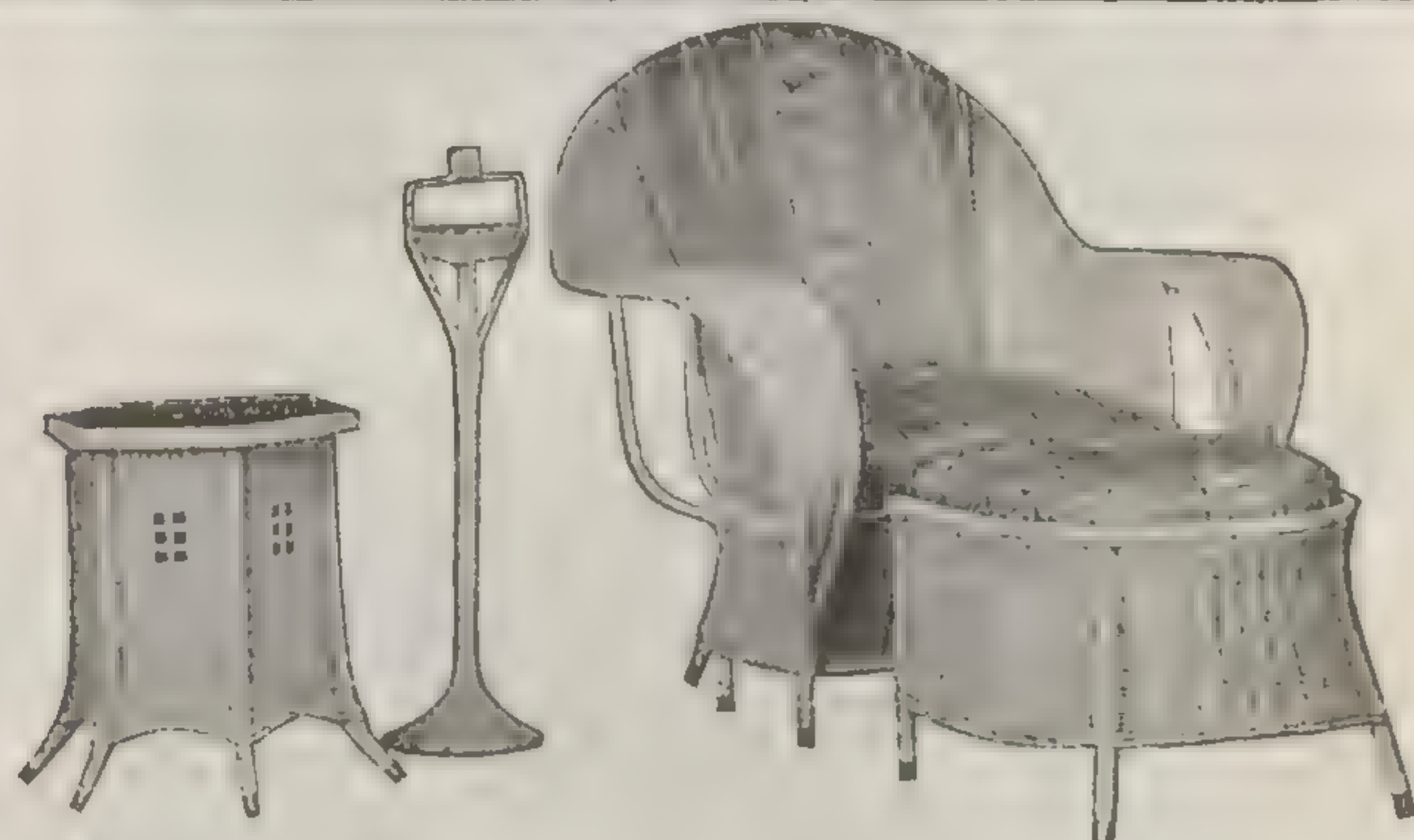
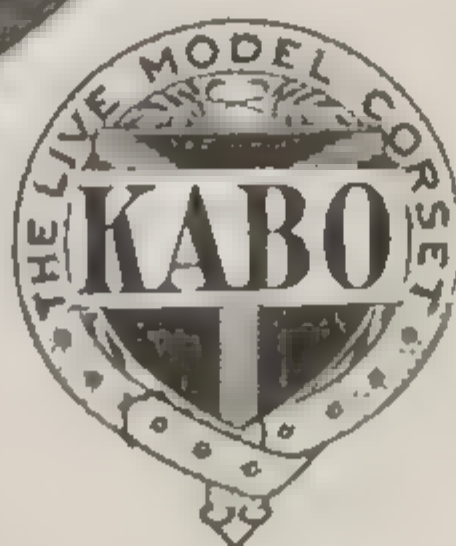
Fitted over Live Models bending to every working position. This secures positive comfort with correct support and shapeliness. Extra strength in all KABO fabrics gives additional months of wear. This means the most thorough corset economy.

Kabo Corset Co.

New York

Chicago

San Francisco



COMFORTABLE "REEDCRAFT"

DROP into this inviting "King George" chair with the restful foot extension, if you would have comfort and ease. At your hand is a smoking stand and the glass-covered tabourette for magazines, cigars or tea.

No other furniture "fits" with such comfort as REEDCRAFT. The spacious, graceful lines of the chair will invite you; the soft spring cushions in chair seat and foot extension add further comfort. REEDCRAFT is the aristocrat of reed furniture, with delicacy of texture and service-giving qualities.

Have the pleasure of seeing REEDCRAFT at one of our representatives.

LOS ANGELES
939 So. Broadway

THE REEDCRAFT CO.

CHICAGO
916 Michigan Ave.

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REEDCRAFT REPRESENTATIVES

JOHN WANAMAKER, New York
LORD & TAYLOR, New York
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THE TOBEY FURNITURE CO., New York
JAMES McCREERY & CO., New York
THE HALL BROTHERS CO., Cleveland
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SANGER BROTHERS, Dallas
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LINDSAY & MORGAN CO., Savannah, Ga.
WILLIAM A. FRENCH CO., Minneapolis
HOWE & ROGERS CO., Rochester, N. Y.

THREE INTERESTING NEW VOLUMES

FRANCE-AMÉRIQUE, 1776-1789- 1917, with French translation by P. H. Toyson, English translation by J. H. Woods, and illustrations by Bernard Naudin, adds notably to the sum of evidence of the growing fraternity of France and the United States. This volume, which is an exceptionally fine example of French printing, contains, printed in both French and English, four of the great political documents of these countries,—“The Declaration of Independence,” the French “Declaration des Droits de l’Homme,” President Wilson’s Message to Congress on the Declaration of War, and the reply of ex-Premier Ribot for France. The third great ally is remembered in the dedication to “Old England, mother of every existing democracy and leader in the defence of the right.” The book thus forms a finely planned memento of the great events which are moving the world, an abiding proof that the bonds between the Allies is a common love of freedom and justice, nurtured through centuries of national growth.

In form the book is worthy of its high mission. Of a heavy hand-made paper, it is handsomely printed in two colours and two types,—one a severe Roman type and the other a delicately graceful one which recalls the type in use in the fine printing of Revolutionary days. Naudin’s illustrations in pen and ink interpret the spirit of the text. Worthy of special note are the two sketches which head the English and the French texts of President Wilson’s message. That above the English text characterizes plainly the attitude of the United States as a neutral. The sheathed sword and the olive branch lie upon the portfolio of diplomatic correspondence, and beside them are writing materials and a ponderous tome which might stand for that international law to which this nation so often and so vainly called the attention of “the Imperial German Government.” The sketch above the French text signifies the complete change which came with Germany’s final declaration of ruthless submarine warfare. Books are swept aside, olive branches have vanished, diplomatic correspondence is at an end, and service sword, cap, and gloves lie ready for instant use. A final clever touch in Naudin’s illustrations is the small sketch which decorates the back cover, symbolic of the end of the war, a thunderbolt breaking the chains of slavery.

When we consider the conditions under which this volume has been planned and carried out, in the midst of daily bombardments and nightly air raids, under all the difficulties of scarcity of labour, paper, and many another necessity, we render homage again to the indomitable spirit of France and to that French love of beauty which not even world war can drive aside from small *éditions de luxe* on special papers. But fifteen hundred copies of this book have been issued and the publisher announces that further editions will of necessity be on machine-made paper and printed in one colour only.

MUSICAL AUTOGRAMS

From the press of G. Schirmer, New York, there has lately come a book of which it may truthfully be said that the like has never been seen before. This is a series of “Musical Autograms,” being musical renderings of the signatures of certain famous men, “translated” by Winifred Edgerton Merrill and harmonized by Robert Russell Bennett.

The book suggests a new diversion with which one may pass away the evenings when the war is won and the universe at rest. It is that of deciphering the appropriate melody or the “musical silhouette” of one’s friends from their signatures, written over a music staff. This Mrs. Merrill has done in the present

volume on behalf of twenty men known in public life, and Mr. Bennett has most ingeniously provided the “autograms” with harmony and counterpoint. Let it be said that if the melodies are sometimes lacking a bit in grace and sequence, it is through no fault of the translator, who has followed her intricate rules in all conscience and fidelity.

What is more significant to the uninitiated reader is the vista of new possibilities which this volume opens before him. Henceforth, one may say with some measure of literal accuracy, “Woodrow Wilson surely sounds good to me.” One learns here that one should play John Wanamaker, “fervently,” Frank A. Munsey, “with the utmost grace,” and Theodore Roosevelt (who appears in ragtime guise), “with great energy.” Mr. Wilson goes, if not masterfully, at least “with deep feeling,” while Mr. Taft proceeds but “moderately,” and the Honorable Nicholas Murray Butler is “fantastically slow.”

One is loath to pass judgment on the ultimate scientific value of Mrs. Merrill’s discovery, which employs “the system of mathematical expression wherein the location of the notes is determined by the mathematician’s method of selecting the points determining essential properties of the lines or curves involved.” It is the result of a “mental search for co-ordinating elements in life experiences, in art forms, in the complexities of educational problems, always searching for a better understanding of the nature of things through some underlying unifying principle.” And such impulses are not to be validated in the musings of an idle hour.

CONCERNING THE ART OF COSTUME DESIGN

Costume Design and Illustration, by Ethel Traphagen, is a generously illustrated book written by an instructor on the subject for the benefit of students and practical workers, and the cause which it serves lies near to the heart of “Vogue.” It is a fact not always appreciated that a costume design or a fashion drawing may be a work of art, and the great value of this book lies in the fact that it not only appreciates that important point, but gives much clear and definite advice as to the attaining of so desirable an end. Greater opportunity than ever before lies at the doors of the young American designers of to-day, and much that Miss Traphagen has written will lend them aid in making the best use of that opportunity. The more practical side of fashion work is not neglected and even the methods of stereotyped catalogue work and newspaper advertising are made clear for the benefit of those who work in those remunerative, if less interesting, fields.

“The purpose of this book,” says the publisher’s announcement, “is to cover every phase of Costume Design and Costume Illustration in a concise and brief way. It is to make accessible to the reader the results of practical and mature experience.” This purpose the author has accomplished to so commendable an extent that her book should prove an invaluable manual of the subject. The first chapters of the book are given up to the technique of fashion drawing, discussing definitely and in detail sketching from life, drawing without models,—chancing,—and the method employed in fashion drawing, the mechanical aids, such as Ben Day, the Ross board, and the air brush, as well as the various fields of work open to the fashion artist. Cultivation of the æsthetic sense and of the individual gift are urged upon the artist. “The great thing,” says the author, “is to find out the method that is most natural to you and improve that to the utmost. Do not be discouraged if your forte is the delicate sketching line and if you do not succeed with the pre-

(Continued on page 110)



**Cupid
HATS**

William Rosenblum & Co.
3-5-7 East 37th St.
NEW YORK CITY

FRENCH HAIR NETS

Quality Best Obtainable

Usual \$2.50 Kind
at \$1.00 Dozen

Sold Only Direct by Mail



AN IMPORTANT WORD

On May 13th, the Government placed Natural Hair Nets on the restricted list of importations, non-essential to the prosecution of the War. Notwithstanding the embargo, we have on hand a good supply of our special hair nets on which there will be no advance in price.

These nets are hand-made of selected Natural Hair in two shapes. Be sure and state the style you prefer.

THE "SLIPPON" HAIR NETS are round cap shape with graduated mesh which makes it self adjusting; a hairpin or two makes it secure.

THE "IMPORT SPECIAL" SHAPE is a straight net in allover size and close mesh, usually known as "fringe" nets.

Postpaid anywhere. Every net guaranteed **PURE WHITE** or grey hair nets in "Import Special" or "Slippon" cap shape, \$1.50 a dozen.

We will gladly send a sample hair net of either kind for ten cents in stamps. White or grey fifteen cents.

RUE BLEUE 3
PARIS

GEORGE ALLEN, Inc.
1214 Chestnut St., Philadelphia, Pa.

IMPORTERS
Established 1829

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

"La Supreme" Corsets

Sold Only By Franklin Simon & Co.

A NEW model for women with medium or full figures, scientifically designed to accentuate the smart new straight lines.

AS ILLUSTRATED

"La Supreme" Corset of white French Coutil, low bust model, higher at back, heavily boned throughout; very long over hips; reinforced boning at back emphasizes the fashionable straight lines. Sizes 23 to 36.

9.50

Corset Shop-Balcony Floor

Prompt Delivery Free

Anywhere in the United States



SEAMS

SHOW!

—make them show **VALUE!**

NEXT to a perfect match, good dressmakers require sewing silks that show *quality*. And this year more than ever! For the silhouette is narrow; seams show. Therefore discriminating dressmakers are using more Heminway's, for

HEMINWAY'S
SEWING SILKS

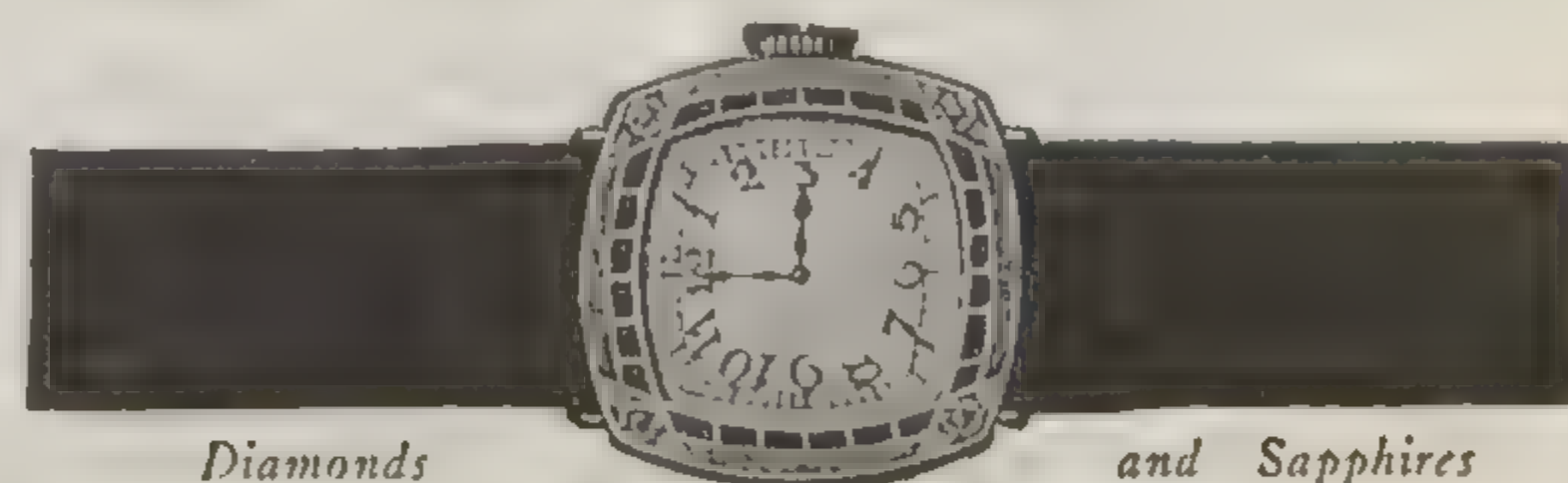
- give a perfect match.
 - never look rusty—do not gather dust.
 - make a strong, smooth, supple seam at high speed.
 - add dollars in value, though costing only from 3c to 10c more per garment.
- Your dealer has or can get **HEMINWAY'S**

Interesting booklet, "Successful Dressmakers tell how they Succeeded," free on request.

The H. K. H. SILK CO., Dept. J, 120 E. 16th St., N. Y.

The Smallest American Watch

Prestige WALTHAM MOVEMENT Accuracy



Diamonds

and Sapphires

Made in White, Green or Yellow, 14 Kt or 18 Kt Gold



Sapphires

or Diamonds

Why the Waltham Is Preferable to the Foreign Small Watch

In war production the great word today is "standardization." The perfect article is made first. Then by means of flawless tools precise duplicates are turned out, each individual article being exactly like the original.

This very small watch movement, the size of a ten cent piece, is made by this exact standardization process. This is the reason that Waltham has been able to produce a small ladies' watch guaranteed to keep correct time.

With foreign watches, so much work is done by hand on parts that uniformity and time-keeping qualities are uncertain.

Sold by Leading Jewelers. Write for Illustrated Booklet, "The Smallest American Watch."

JACQUES DEPOLIER & SON

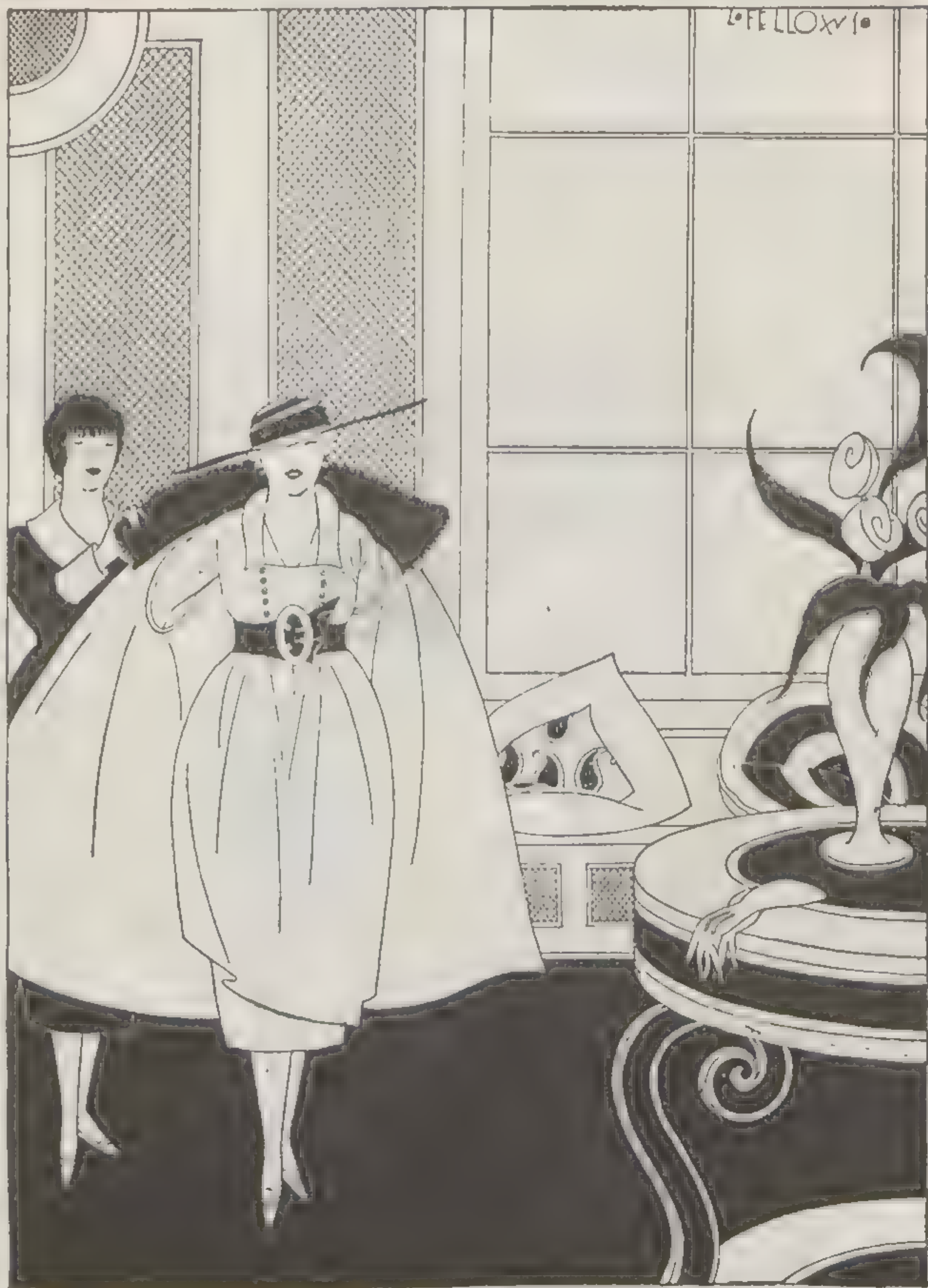
Manufacturers of the Celebrated Military Watches; the "D-D" Khaki Watch; Miladi Militaire; The Depolier Waterproof and Dustproof Watch; and High Class Specialties for Waltham Watches

15 Maiden Lane

New York City, U. S. A.

DUBOIS WATCH CASE CO.

Est. 1877



Satin seems to make a becoming style more becoming; it lends itself to *your* particular style. That is the beauty of Goetz* Satin. No matter what the style, the color, the season, Goetz Satin gives of its softness and lustrous finish to make your clothes distinctive.

Your favorite store doubtless has Goetz Satin—just ask them to show you the Satin with the word "Goetz" woven in white in the selvage. Whatever the use, whether for dresses, blouses, skirts, petticoats or linings, be sure that you buy Goetz All Silk Satin. It is so dependable.

GOETZ SILK MFG. CO.
New York

GOETZ
All Silk Satin

KNIT YOUR BIT FOR THE
RED CROSS

*"Gets"

THREE INTERESTING NEW VOLUMES

(Continued from page 108)

cise mechanical one. Find the place that is waiting for you where your particular manner is needed."

Considerable space is given to textile designing, and the mechanical requirements and limitations of that branch of designing are made clear. One admirable chapter in colour follows, taking up the subject, not only from the point of view of colour harmonies and values, but from that of the printing of colour drawings as well, and there is a well-arranged chart to make clear the varying values of different colours when reproduced in black and white. The significance of colour and the sources of colour schemes are also discussed, and there is much detailed advice as to the mixing and applying of colours. An extremely interesting chapter is devoted to the fashion silhouette, and its course throughout the centuries is cleverly illustrated. The last chapter of the book presents a concise outline of historic costume from the Egyptian period to the Second Empire,—information of the greatest importance for those who would win success in fashion making or fashion drawing. The book is completed by an excellent bibliography and a list of artists whose work has bearing on the

subject of period fabric or costume, which will be very helpful as a reference.

Special mention should be made of the illustrations in this volume. They range from reproductions of fine old prints and paintings which show period costume to drawings which show the fashion work of notable artists of to-day, such as Lepape, Barbier, Erté, Drian, Helen Dryden, and Brunelleschi.

Best of all, the author takes her stand firmly for individuality and imagination in both costume design and fashion drawing. "The designer," she tells us, "has such an immense storehouse from which to draw that, when his eyes are once opened to the endless treasures that are waiting to inspire him, his world is as full of wonders as the vaulted chambers of the Forty Thieves, or the untold treasures in the cavern of Aladdin. Appreciation is needful, and it is necessary to gain this love and understanding of the beautiful which comprise what we call taste." And she adds the telling statement of Paul Poiret, "There are gowns which express joy of life; those which announce catastrophe; gowns that weep; gowns romantic; gowns full of mystery; and gowns for the Third Act."

DON'T WASTE PAPER— IT MEANS COAL

"Save waste paper," says the Government. "Yes, Madame. But don't waste paper in the first place."

You know about the coal shortage. You knew last winter when it was too late for you to do anything but shiver. Now you know that Dr. Garfield threatens you with being colder still before the spring. But you know in time to do your part to prevent it.

Vogue is giving you a whole article on saving coal. But in the meantime—did you know that it takes three pounds of that same precious coal to make every pound of paper?

In addition, it takes many thousands of men. And it takes railroad cars that are needed not only for the transportation of men, food, and munitions, but for the transportation of coal. For car-shortage is in a large part responsible for coal-shortage.

Make up your mind that, so far as you personally are concerned, you won't waste any more coal in the form of paper. Don't waste a single sheet of note-paper by using only one side of it—and then using another sheet. Don't let your grocery man use yards and yards of wrapping paper doing up groceries that are already sealed in packages of their own at the factory. Don't throw away wrapping paper. Smooth it out, and keep it to use again. Don't allow magazines to be thrown into the fire; send them to the soldiers. Don't throw away even newspapers; if there isn't a society in your town that collects and re-sells waste paper, organize one.

A small-town society so organized has secured the co-operation of the community to the extent of a bag in almost every home. Into this bag goes even the smallest scrap of paper, down to a bit of torn envelope. On Saturdays, the school children call for the bags, the paper is sold, and a substantial sum of money is realized.

We've learned as a nation to conserve wheat, meat, sugar. We must learn to conserve coal. Let's begin to-day on paper.





*"When time who steals our years away
Shall steal our pleasures too."*

ALTHOUGH the sleepless nights and long hours of suspense will soon be forgotten when our victorious boys return, the tell-tale, disfiguring imprints of time and anxiety will stand out in bold exaggeration unless the most scientific precaution is employed to prevent and eradicate these objectionable traces. Mrs. Eleanor Adair's miraculous

Ganesh Strapping-Muscle Treatments

are accomplishing wonderful results. These treatments were originated by Mrs. Adair, and no other method is comparable. They are administered by experts personally trained by her in London, and employing her inimitable

Ganesh Preparations

TO the newly decorated Adair Salon, where dignity and simplicity are so charmingly portrayed, you are cordially invited. A careful study will be made of your individual requirements, and specific treatment administered: thorough instructions will be given to obtain the quickest and best results from the scientifically compounded Ganesh Preparations for home use.

GANESH CLEANSING CREAM easily and thoroughly cleanses the pores and keeps the skin smooth and clear. 75c, \$1.50, \$3.

GANESH DIABLE SKIN TONIC used after the Cleansing Cream keeps the skin fair and dainty of texture, and protects it against sudden weather changes. 75c, \$2, \$5.

Mrs. Adair's interesting and helpful booklet will be sent on request. When ordering preparations, please inclose cheque or money order.

ELEANOR ADAIR

557 Fifth Ave., New York

92 New Bond St.
London, West

5 Rue Cambon
Paris

GANESH EASTERN MUSCLE OIL—most potent of all preparations for preventing and effacing wrinkles. It rebuilds flaccid tissues, smooths out lines and makes the flesh radiant and healthy. \$1, \$2.50, \$5.

GANESH LILY SULPHUR LOTION—an incomparable liquid powder, giving the skin a soft white finish. Pink, cream, white. \$1.50, \$2.50.

GANESH PARISIAN BEAUTY NEIGE CREAM—greaseless: makes the powder adhere and prevents chapping, roughness and redness. Pink, cream, white. \$1.50.

GANESH JUNO builds up neck and bust, developing firm, rounded contours. \$1.25, \$2.25.

GANESH HAND CREAM keeps the hands smooth, white and youthful. \$1.

GANESH EASTERN FLOWER BLOOM is a liquid rouge which gives a most natural glow and is beneficial to the skin. \$1.00.

Crowley Neckwear *for Women*

*Gives that
Dash, Style and
touch of
Youthfulness*



*At the
Best Shops. - Look
for this Label*

Crowley REG. U.S. PAT. OFF.

Designed and introduced by

TIMOTHY F. CROWLEY, Inc.
NEW YORK



You must have shoes; you want them comfortable; they might as well be good-looking; and you ought to get shoes that will be good for a long time. Hanan has been making such shoes for seventy years.

Good Shoes are an Economy

HANAN & SON

NEW YORK
BROOKLYN
PHILADELPHIA
BOSTON
BUFFALO

CHICAGO
PITTSBURGH
CLEVELAND
MILWAUKEE
ST. LOUIS

Gown of **VAN RAALTE** *Nets*

*To be sure
of nets of
style and
reliability
look for
this little
white ticket
on each yard*

VAN RAALTE MAKE





COOTIE SILK for Trench Garments

The many merits of this Spun Silk justify and easily explain its sudden popularity. Because it has splendid wearing qualities it is especially suitable for hand knitted garments such as trench hoods, helmets, mufflers, socks, sock tops, undergarments.

Upon request we will forward samples of this silk, together with our directions for knitting the undergarment as above illustrated.

For ladies knitted garments it is unsurpassed in beauty and texture. Being thick, soft and lustrous, it is particularly good for the usual variety of infant garments, ladies' sweaters and sports blouses.

Directions for knitting the sports blouse forwarded upon request.

Colors: Olive-drab, Navy-blue, Palm Beach, White, Flesh, Old-blue, Purple and Black. \$1.75 per skein

YE YARNS AND SILKS

FOR EVERY PURPOSE

Margaret Mitts Ltd.
Originators & Importers
Feminine Wearing Apparel
734 South Michigan Avenue
Chicago

ORIGINATORS OF THE DIRECTIONS FOR "THE PERFECT SOCK"

How to order your gifts through

VOGUE

Before sending your money through the mails, either to VOGUE SHOPPING SERVICE or direct to advertisers, you should ensure prompt delivery of your gifts by following carefully the suggestions given below and the model letter which is provided for your guidance.

November first, 1918.

Vogue Shopping Service,
19 West 44th Street, New York.

Enclosed is my cheque* for fifty-six dollars, for which please send by express collect, the following articles to

Mrs. Henry J. White,
Old Gate Farm,
Barre, Mass.

No. 8—Leather Bag, November 1 Vogue, page 56. \$50.

No. 7—Three Khaki Coloured Bath Towels, November 1 Vogue, page 56. \$2.25.

My Second Choice**

If, after making every effort to secure my first choice, Vogue finds it impossible to do so, please purchase the following second choices:

No. 1—Fleece-lined Trench Coat, November 1 Vogue, page 56. \$55.

No. 13—Set of Aluminum Drinking Cups, November 1 Vogue, page 57. \$1.

Very truly yours,
Margaret White.

*Or draft or Money Order.

**This is not necessary, though desirable. The first choice will always be purchased, except where special popularity has exhausted the stock in an article at an early date.

Vogue will buy for you, without charge for its services, any article mentioned in its pages. When ordering anything that has appeared in Vogue, give the date of the issue, the number of the page, and the order number of the article, if it has one.

How to order. Write to the Shopping Service, stating what you want (See Model Letter) and enclosing cheque or money order to pay for the desired articles, or postage stamps for articles costing less than \$1. *There are no charge accounts in the Shopping Service.*

Second Choice. Possible disappointment and delay may be avoided if your second choice is stated as indicated in the Model Letter above. The first choice will always be purchased unless the stock is exhausted by previous sales.

Letters of inquiry should enclose a stamped self-addressed envelope for our reply. We will do our utmost, but can not guarantee during the month before Christmas to answer all questions. Please write your letter and signature very distinctly.

No Charge Accounts. Articles purchased through the Vogue Shopping Service can not be charged to your personal account in the shop from which they are bought. Neither can articles be sent C.O.D. by that shop in any circumstances.

Any money in excess of the cost of gifts will be returned promptly by the Vogue Shopping Service.

No Articles on Approval. Vogue can not break the rule of the shops that no goods be sent on approval during the holiday season.

No Samples. During December, Vogue can not send samples of materials.

Deliveries. All articles will be sent express collect unless otherwise requested. Small articles can be sent by mail, and postage should be enclosed with order, and the excess, if any, will be returned to you.

Advertised Articles. If more convenient for you, the Shopping Service will be glad to buy for you any articles shown in the advertising pages, but in buying such articles it generally saves time to write direct to the shop.

VOGUE

Shopping Service

19 West 44th Street

New York City

SINCE Armand's has been introduced, it is whispered that Vanity Cases have been cast aside! As one dainty little miss expresses it, "*Why carry one? I powder with Armand's in the morning, and even after I've shopped or driven the car I don't have to powder again!*"

You just can't shake Armand's off. Once you've powdered with Armand's it's there to stay through sticky, humid weather or breezy blowy days. Then, it's invisible. Soft and fine as a gossamer veil, it blends with the tones of your skin whether you're dark or fair.

When you bathe your face, the dust of the day is removed with the powder, leaving your skin fresh and the pores unclogged.

In its Frenchy little Pink-and-White Boxes, Armand's comes for as little as 50c, and in silken gift boxes for as much as ten dollars. In all tints and rare fragrances. Armand's Cold Cream Powder in the little Pink-and-White Hat Box is \$1.00.

You can get Armand's wherever the better toilet requisites are sold. For a Vanity Case of Armand's Powder send 10c and your dealer's name. The Armand Company, Des Moines, Iowa.

Since May 29, 1916, the genuineness of each and every package of Armand's Powder is assured by the following trade-marks—Louis XVI Silhouette Medallion; Armand Signature; and red and white check blue stripe design.

ARMAND'S COMPLEXION POWDER

In The LITTLE PINK & WHITE BOX





REDFERN

Presents

Parisian
Fall Models

Gowns

Suits

Millinery

Furs

3 East 48th Street, New York

PERSONAL ECONOMY AND NATIONAL ECONOMY

"THE Food Administration," says Mr. Hoover, "is an adventure in democracy, staking the issues of war on voluntary effort."

We have been reasoned with, by speech, article, and poster. Then we have been put on our honour and left to our own devices. Even in the recent dire shortage of wheat, which necessitated Mr. Hoover's appeal to the well-to-do to abstain from it entirely until after the next harvest, no compulsion was brought to bear by the Administration save in the case of the bakers who had to make a loaf containing not less than twenty-five per cent. of wheat substitutes. The five hundred leading hotels of the country signed their total abstinence pledge voluntarily, and those Americans who altered the ration card in their kitchens to read, "No Wheat," did so because their own enlightened consciences so dictated.

A GREAT LESSON OF THE WAR

Selflessness is the greatest lesson of this great war. Prone as we have been to emphasize individuality, we are now learning that the whole is more important than one of its parts; that a Government is greater than a person. Hence, the call that has come to offer sons, husbands, brothers, and money has been bravely and generously met. Demands upon time for war service have also found a cheerful response, and the patriotic desire to economize in food, clothing, fuel, and operating expenses in industries and homes is increasing with every day.

But the tendency has been to plunge into conservation without giving the subject sufficient study. It is so new, considering the prevailing extravagance and lavishness of the nation, that the first grasp of the situation led to the notion that every one must economize in everything. The injunction to save was construed as saving for self. A deeper insight into the needs, however, reveals the fallacy of this attitude and develops the illuminating truth that there is a science to war economy and that this science can not be learned or practiced in a haphazard manner. It must be studied carefully, not with self in mind, but with respect to the immediate and future needs of the Government and the Allies. And, as the meaning of it burns into our minds and souls, a new responsibility is born within us—a responsibility to a nation and to a whole world—a large part of the burden of which devolves directly upon the women of the country. It is for them to exercise intelligent economy in their homes and in every detail of their personal living. The result of the struggle will be in part a measure of their wisdom, perseverance, and courage.

FOR THE GOOD OF THE NATION

Looking upon it from this angle, it becomes apparent that there is a vast difference between personal economy and war economy. No longer are we to consider whether a certain commodity costs less or is more pleasing to our taste or whether we have sufficient income to gratify our desire for it, but whether this commodity is the one that is needed by America or her Allies and whether the Government can afford to allow us to spend the money for it. If it costs the individual more, but serves a great purpose by adding to the general supply for domestic consumption and foreign exportation, then it is economy—war economy—to purchase it. The additional amount spent by the purchaser is her contribution to her country. And to meet this expenditure, she cheerfully curtails expenses, if necessary, in other ways. It is a question of sacrificing herself, her tastes, and her habits, for the benefit of others. War has nullified the first law

of nature and has substituted national preservation for the self-preservation of former times.

The basis of war economy is supply. Have we a sufficient quantity of the staple food products? Have we enough wool, leather, and metals to meet our own needs and to provide for a certain proportion of the needs of France, England, and Italy? It is only by conservation and elimination of waste that we can supply our own needs and provide an adequate share for our Allies. French agriculture has suffered severely through battles waged upon her lands; through having farmers called from the fields to the army; through the loss of shiploads of needed nitrates and fertilizers; through the fact that soil has been cultivated by inexperienced workers. The combined wheat crops of all our European Allies were only about fifty per cent. normal last year. Reckoning on average consumption we had barely enough wheat for our own requirements, and the only way we could supply our Allies and our own Army abroad was to consume less ourselves.

So much has been said about the saving of flour, meat, fats, and sugar that we are quite familiar with the general needs in respect to these products. We are saving by insisting that there shall be no waste in our kitchens, by reducing portions, by supplying fewer desserts, by buying on a closer margin, by substituting the plentiful and perishable foods for those that may be shipped abroad. But there is sometimes a doubt as to just how much we are saving and whether the amount used is consistent with conditions. The simplest way to determine these points is to form a per capita apportionment of these foods. To do this, many personal phases of the subject must be weighed and understood by the woman who is at the helm in her home. It is necessary to consider the age, sex, health, and occupation of an individual and the climatic conditions under which he lives, to determine definitely his dietary requirements. Since these are so largely an individual matter, it has not yet seemed possible to arrive at exact and unqualified amounts of food stuffs. The needs of the nations have been stated, however, and it rests with the honour of the women to arrange their own schedules and make voluntary sacrifices to supply the demand. Every housewife should plan her meals carefully, buy wisely, and instruct her servants that these amounts are to cover all needs. In this way, she will know definitely that she is conserving according to Government requirements.

In pre-war times, the American consumed, approximately, five pounds of wheat flour a week. To eliminate wheat from one's diet altogether seemed a drastic measure, but when one considers that wheat bread forms such a large percentage of the total food of the French people, that most of the mills of Europe are not equipped to grind anything else, that the Frenchwoman now works sixteen hours a day on her farm, and even if she rose an hour earlier she could not bake because she lacks an oven and adequate fuel,—when one considers all these things, one realizes that to do without raised bread entirely was a very small test of American courage. And that is what one had to do in order to keep the no-wheat pledge.

ONE HUNDRED PER CENT. PATRIOTS

Most raised bread is made with a proportion of wheat. One might still have plenty of the so-called "quick breads," however, and in using these, one had the consciousness that one was not a mere fifty per cent. or war-bread patriot, but an out-and-out, do-or-die private in the

(Continued on page 114)

A Safe Shoe for Your Child

The Specialist Shoe

SOLD ONLY BY FRANKLIN SIMON & CO

Scientifically constructed to protect—not correct the undeveloped foot of childhood



Choose *THE SPECIALIST SHOE*—safe and sensible without being freakish. Designed by a physician recognized as the head of the orthopedic profession.

It conforms to the lines of the growing foot, permitting unhampered movement.

Ages 2 to 4 Years Sizes 5 to 8

Of tan or black kid \$3.50 Of White Buckskin \$4.00

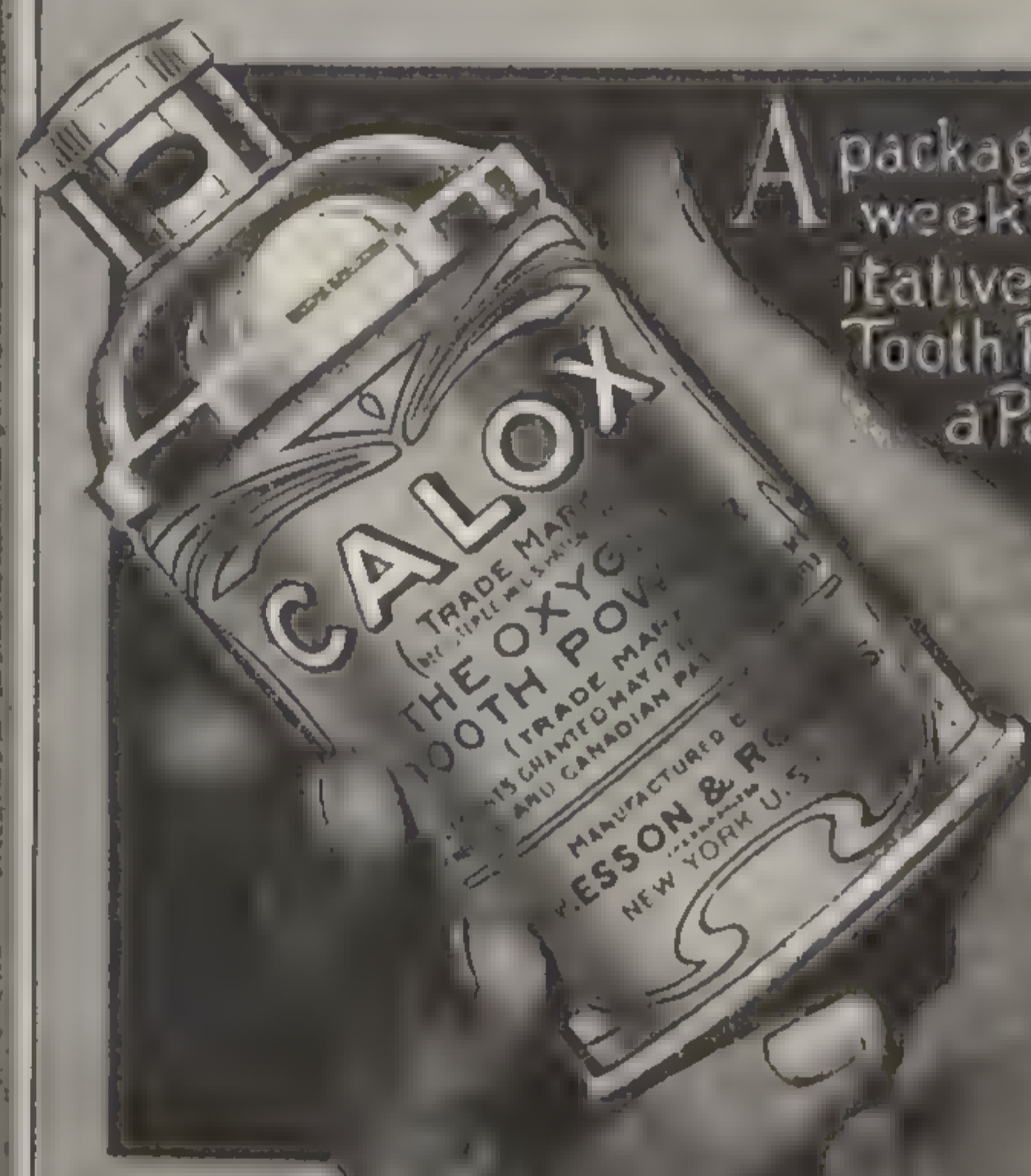
Children's Shoe Shop—Third Floor

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

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(The OXYGEN) Tooth Powder
is the most efficient
dentifrice”

Letter from a prominent
Dentist whose name will
be given on request.



A package, sufficient for one week's trial and authoritative booklet—"Why a Tooth Powder is better than a Paste"—free on request

McKesson & Robbins
INCORPORATED
94 FULTON ST.
NEW YORK

Tell your friends
about **CALOX**

Arden Hats



EXTRAVAGANCE and beautiful hats do not necessarily go hand in hand! Adhering strictly to the latest fashion trend, the many lovely Arden creations, all hand-trimmed and Taffeta lined—are moderately priced at \$5, \$6 and \$7.50. Go to your dealer, or, remit to us mentioning favorite dealer's name.

Write for "The Road to Arden"—the new style booklet.
ARDEN HATS 22-24 WEST 38th ST.
NEW YORK

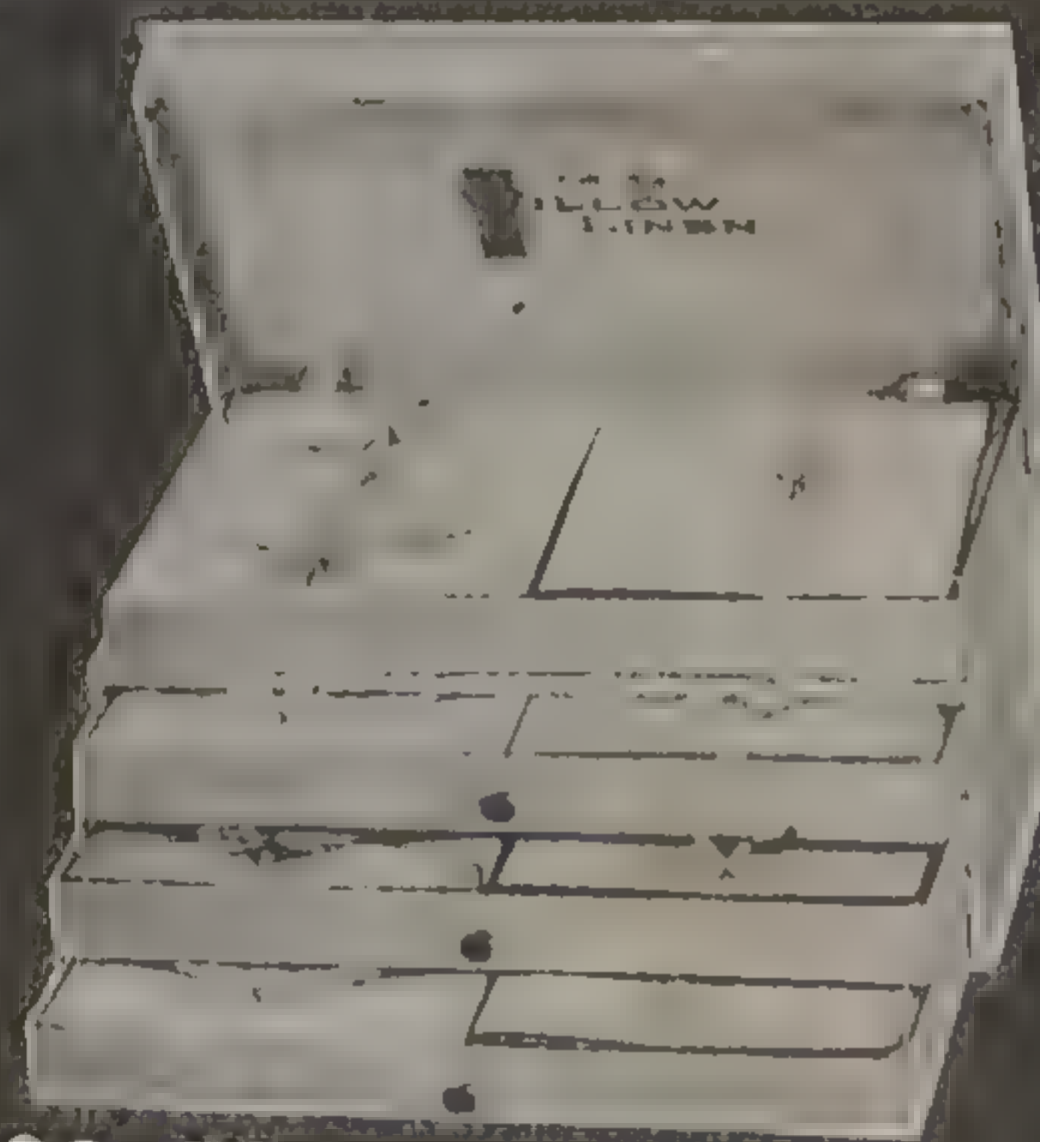
The **ARDEN-Lark**. One could safely face the chilly breezes in this stunning Arden creation of silk velvet with its "fly-away" bow of velvet! And its smart Beaver brim—an other prophecy of winter.

Price...\$7.50

No. 1092. Solid 10K gold Bar Pin replica of the United States Army Springfield Rifle. Price \$2.50

No. 1093. Solid 10K gold Clou-sonne Enamel Service Ring 1, 2 or 3 stars. Price \$6.00

Style 66



No. 1094. A beautiful box of "Willow Linen" correspondence paper and envelopes. One quire each of pink, blue, buff and white paper, in separate drawer compartments. Price plain \$5.00. Engraved with style 66 or 70. \$6.50. Be sure to state choice of blue, green, gold, silver or black ink.

Style 70

Practical Christmas Gifts Are Best

Make your Christmas gift-giving worthwhile! Give something practical and useful!

The BAIRD-NORTH 1919 CATALOG

has 164 pages of useful gifts that you will love to give—practical things that are distinctive in their unusualness.

Send for the Catalog today. You are sure to find just the right gift for everybody when you

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"The House of Jewels
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Distinctive Novelties."

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Baird-North Co., 651 Broad St., Providence, R. I.
Gentlemen: Please send me FREE, without obligation, your 164-page catalog of Jewels, Novelties and Gifts.

Name

Address

for every woman
and every occasion

Satin  Francaise



P & M Satin Francaise is a superbly rich fabric, equally well adapted for the most luxurious evening gown as for the simplest afternoon frock

It is rich in lustre, made in exquisite colors and tones ::

It has the "body" that insures service and it is good economy as well as correct style :: ::

P & M Satin Francaise is sold by the yard at better shops everywhere and is to be had in ready-to-wear garments produced by leading manufacturers :: :: ::

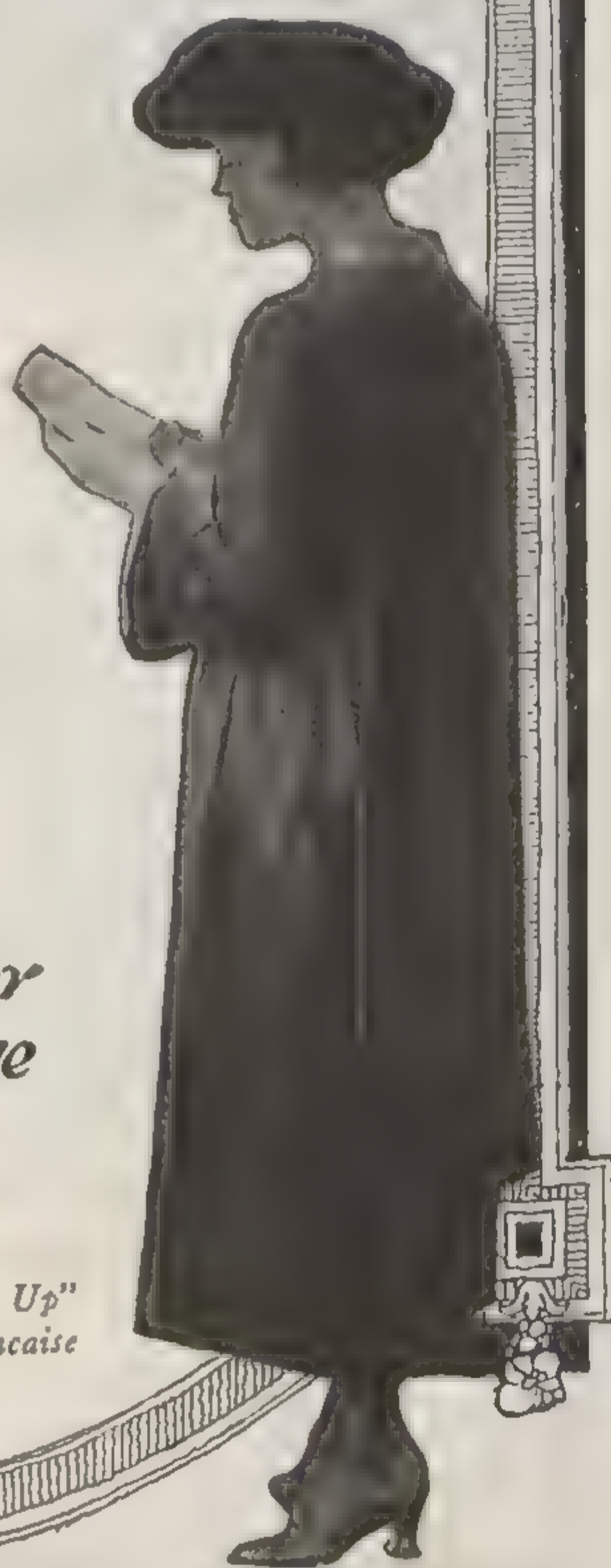
Write for our interesting booklet of famous stage and screen stars in gowns of Satin Francaise, giving the name of the dealer from whom you buy piece goods.



This shield on a fabric is
a mark of
PELGRAM & MEYER
QUALITY

Pelgram & Meyer
395 Fourth Avenue
New York

Miss Edith Day of "Going Up"
in a Frock of Satin Francaise



PERSONAL ECONOMY AND NATIONAL ECONOMY

(Continued from page 112b)

ranks of Mr. Hoover's great food army.

The European cattle decrease has been thirty-three million—not since the war began, but during the last year alone. One cow, the Administration tells us, is worth three times as much alive as dead. Therefore, to drink plenty of milk in place of eating so much meat is an excellent piece of war economy, as well as something which would much improve the average American woman's complexion. As for sugar, while only eight ounces a week for each person is allowed—less than half of one's pre-war consumption—one still has more than is permitted by law to the Italian or Frenchman.

Having thus limited exportable foods according to Mr. Hoover's specifications for the true patriot, the substitution of foods of comparatively equal value becomes an important consideration. Here it is that the woman of comfortable means may do a great service in choosing wisely. For example, aside from substituting corn-meal, rye, barley, oats, syrup, molasses, fish, poultry, and vegetable fats, it is a time when more than ever before she should have on her table an abundance of wild game, lobster, scallops, crab meat, and other articles usually called luxuries. English pheasants, partridge, and quail are procurable, as are mallard duck, offering inviting variety. Fresh string-beans, peas, artichokes, endive, and alligator pears, add deliciousness to the dinner. And more than this, they afford the satisfaction of feeling that their consump-

tion means the release of the simpler and more needed foods. To buy them is not personal economy. But it is national economy, which is much more important.

Reducing, substituting, extending by combining with less exportable foods, become the means to the desired end. It is a time when the "made dish," composed of many ingredients and the blending of many flavourings, comes into high favour, bringing its chef with it. The food value is there, plus the maximum of desirableness, plus art that is no less honourable because it wears an apron in place of a smock. And, because it conserves the more easily prepared foods, the most ardent patriot can rejoice in it.

Finally, for the sake of national economy, we must apply our hearts unto wisdom in the matter of personal economy. Paradoxical as it sounds, to spend may be the way to save. One may have to be penny foolish in order to be pound wise. A safe rule to follow, if one is not in the secrets of the war correspondents, is to fix one's eyes on the door of the Food Administration offices. Whenever one sees Mr. Hoover come out, one's duty is to stop, look, listen, and alter one's household management to fit his pronouncements, whether one sees their reasonableness or not. What if they change as often as the Red Cross heel? Conditions across the water change, methods on this side must change with them, and the truest patriot is the woman who can remake her mental silhouette at the shortest notice.

VOGUE POINTS

BEDROOMS, of all the rooms in the house, should be gay and cheerful, and the short cut to an effect of cheer and sunshine is yellow wall-paper. In working out a scheme for a yellow bedroom a blue and yellow chintz could be used at the windows, with the same chintz on some of the furniture, and a plain blue linen on the rest. Lamps made of powder blue vases with yellow lacquer shades done in a Chinese design would emphasize the blue note delightfully and work out the lighting problem in an interesting way. The furniture might be painted grey, and a two-toned grey rug would be very good on the floor.

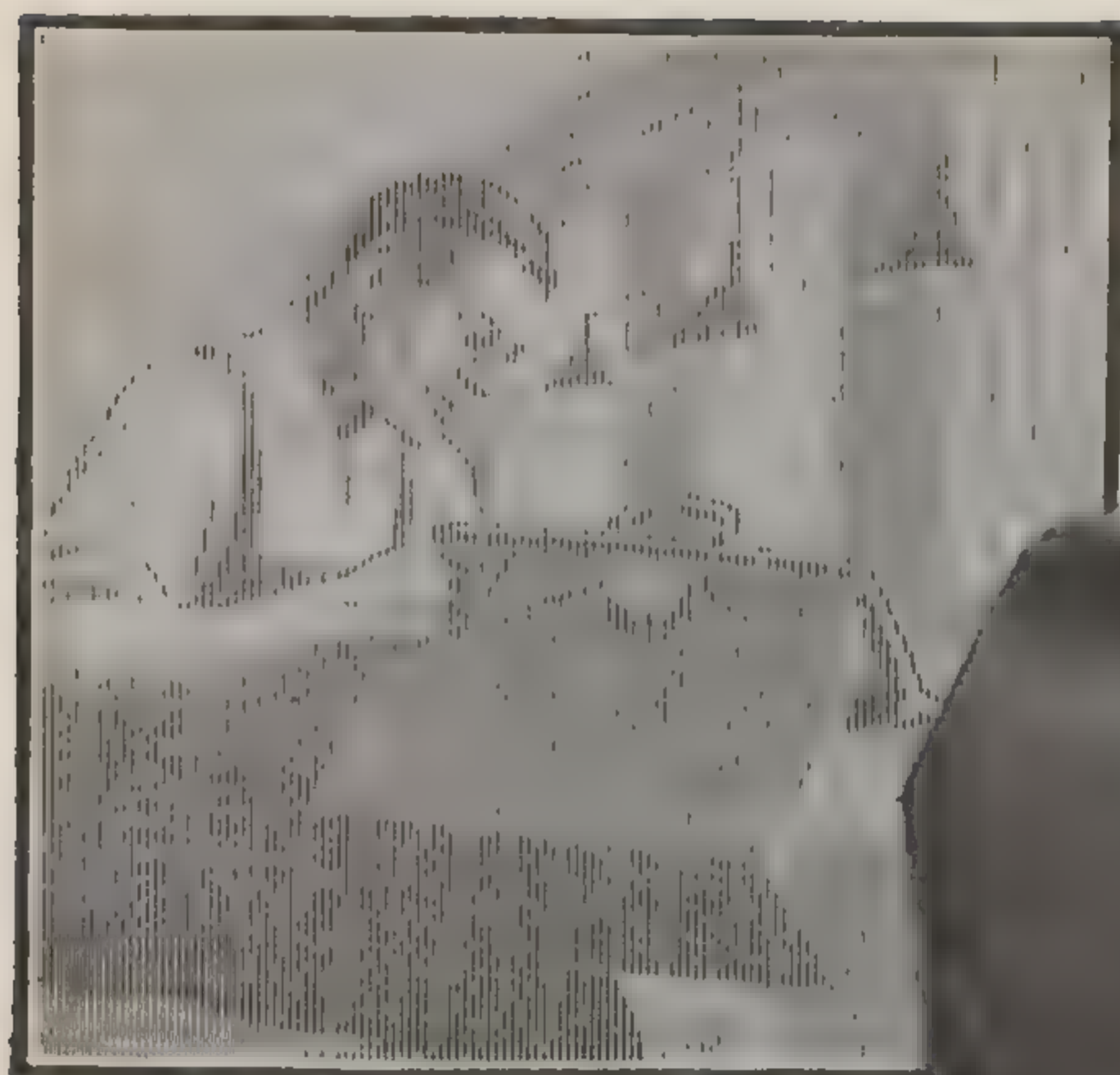
windows edged with blue fringe. A black rug on the floor would be best with this arrangement.

PERHAPS the scarcity of coal will be responsible for new schemes of decoration, as it has already been for new fashions in clothes, and we shall have a revival of the heavy draperies which date from the days of cold palaces and baronial halls. Since coal has gone out of the cellar, and cold draughts have come in at the door, one often sees tapestry used as it was originally intended to be, that is, hung at a doorway, where it shows to best advantage, and at the same time keeps out the cold.

EVEN though our American climate is so prodigal with its sunlight that we haven't the problem of the gloomy grey light of continental winter days to contend with, there are many times when it is very desirable to brighten a room and make the most of every bit of light that comes in the windows by the use of light curtains. For this purpose nothing can compete with gold gauze. In a room with ivory coloured walls, an attractive effect would be gained by using black painted furniture with lines of dull gold, upholstered in gold and blue striped fabric, and gold gauze curtains at the

THE day when "artificial flowers" meant something rather garish in tissue paper has long gone by, and what might be called the impressionist school of artificial flowers is now with us. Tin flowers, calico flowers, bead flowers have taken it upon themselves to prove that the line-for-line, chromo school of painting does not give the illusion of life, and that we really see things in "impressions." These strange exotic blossoms do what flowers do—make a decorative shape and colour arrangement; and unlike most charming things, they have the excellent and reliable quality of permanence.





No. 193 Three piece man's bag in genuine Black Cowhide Windsor grain. Hand-stitched in solid brass frame. Leather lined. Heavy padded corners. Extra wide bottom.
18 in. \$27.50 20 in. \$30.00



Belber
TRAVELING GOODS
"Outwear Travel"

Hand Sewed in Frame

You know that hand sewed means well sewed. Hand sewing is a much slower process than machine sewing, but it means greater strength, more individual care and finer finish—hence greater service.

All of the better grade Belber bags have "hand-sewed-in" frames. This is but one detail in their manufacture, but the care and attention paid to this one detail is indicative of the quality and workmanship put into every portion of the bag. And it is the skillful ensemble of all of these perfect details that definitely establishes the superiority of all Belber Travel Goods.

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Makers of High grade Trunks, Bags and Suitcases.

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BABY BOOK

From the Infants' Apparel Shop

Baby Book



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CONTAINS every requisite for the baby from Infancy to two years.

Included is a complete assortment of the daintiest hand and machine-made apparel, for the baby in long or short clothes.

Also Nursery or Playroom Furniture and Toys

At Special Prices.

This "Baby Book," containing many helpful suggestions for the mothers of babies and for expectant mothers, will be mailed free upon application.



TRADE MARK

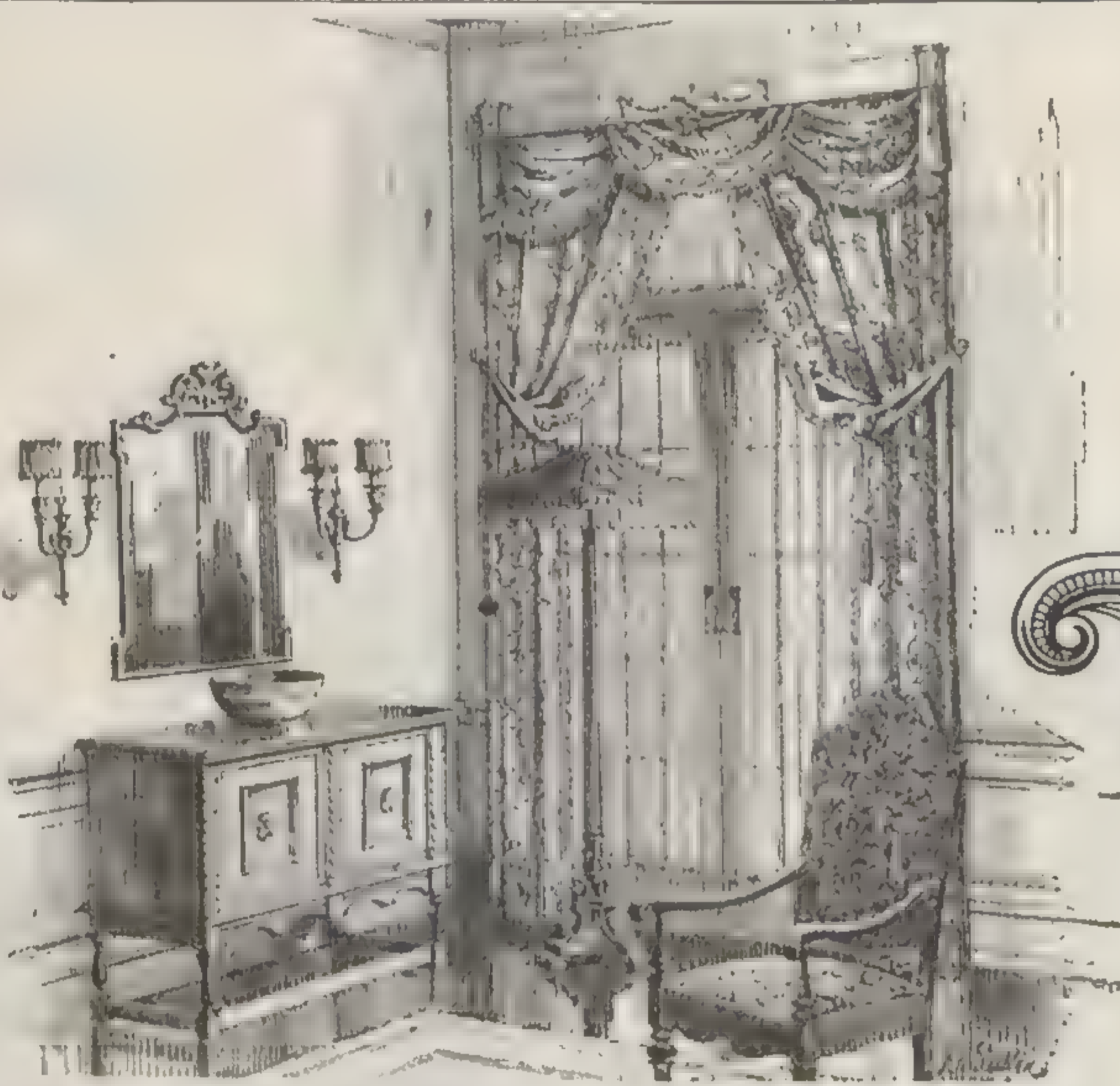
Tweed-O-Wool
SUITS and COATS

The English Idea in American Outdoor Apparel

TWEED-O-WOOL Suits and Coats are never banished by a change of style. You can enjoy them through several seasons because their splendid knit-tweed fabric of pure worsted is solidly tailored in simple lines inherently smart and always stylish.

In plain colors or heather mixtures—at leading haberdashers and apparel stores, or if not obtainable, we will supply you direct. Write for fashion proofs and name of Tweed-O-Wool dealer.

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KAPOCK

—for any chosen motif

In drawing room, living room, boudoir or hall—wherever a special mode of decoration is desired—"KAPOCK" Drapery Fabrics are ideal.

Their soft, radiant shades and lasting silk-like finish appeal to one's refinement.

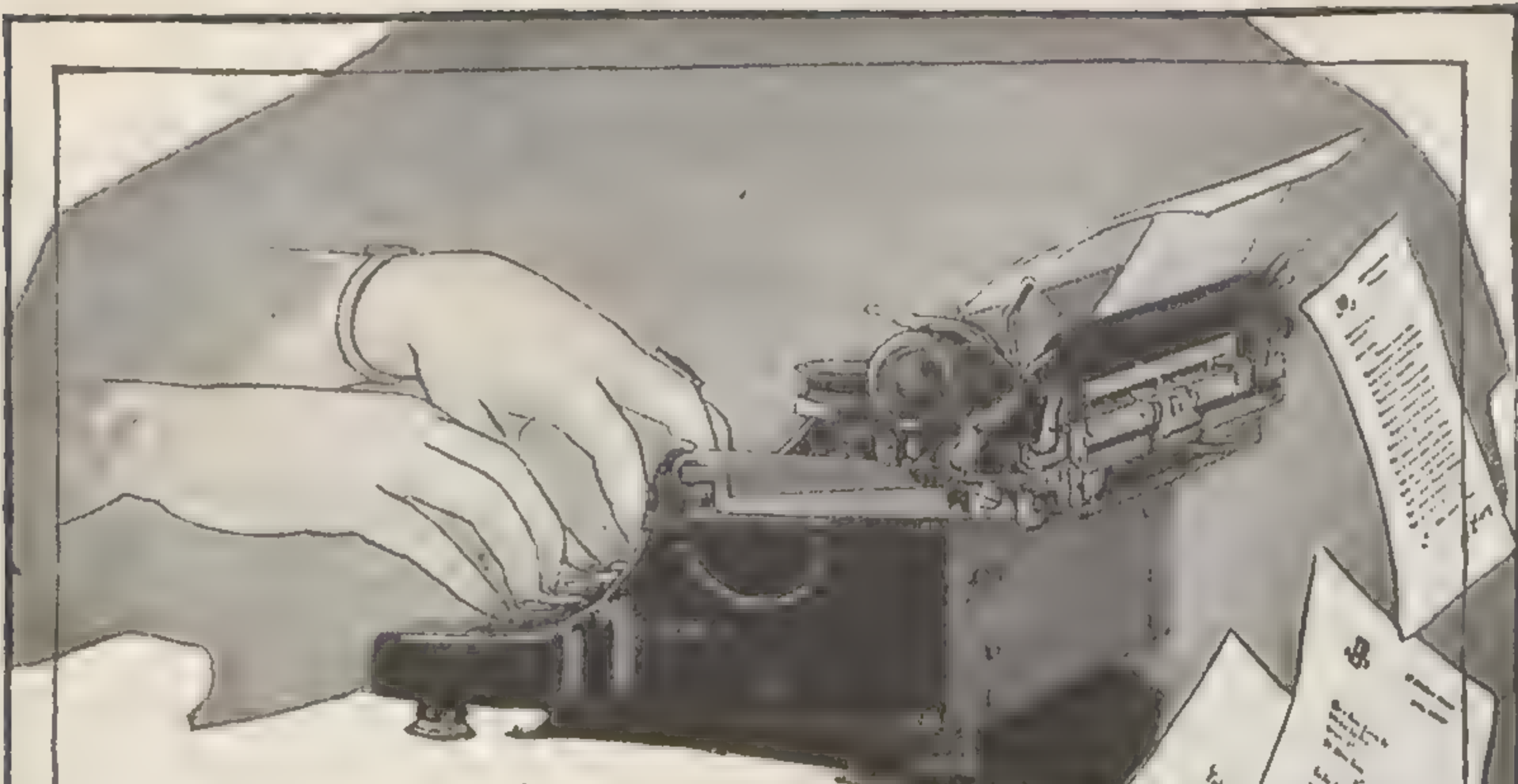
Ask to see "KAPOCK" Drapery Fabrics at your favorite store.

GUARANTEED
KAPOCK

DECORATIVE FABRICS
REGISTERED
"NOT A WORD SILE"

Request your dealer to write us for free "KAPOCK SKETCH BOOK" suggesting practical decorations for your home. Look for basting thread trade mark in the selvage which identifies genuine "Kapock" Fabrics.

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Making Woman's War Work Lighter

USEFUL enough in times of peace, how Corona has helped ease the burden of the war-time worker!

That important report to the Red Cross, the note to the Hospital Unit, and the long letter to the man overseas (a letter blessed by censor, because so easy to read)—how neatly and smoothly they glide from the cylinder, each with that crisp, modern appearance which conveys such a sense of the writer's personality.

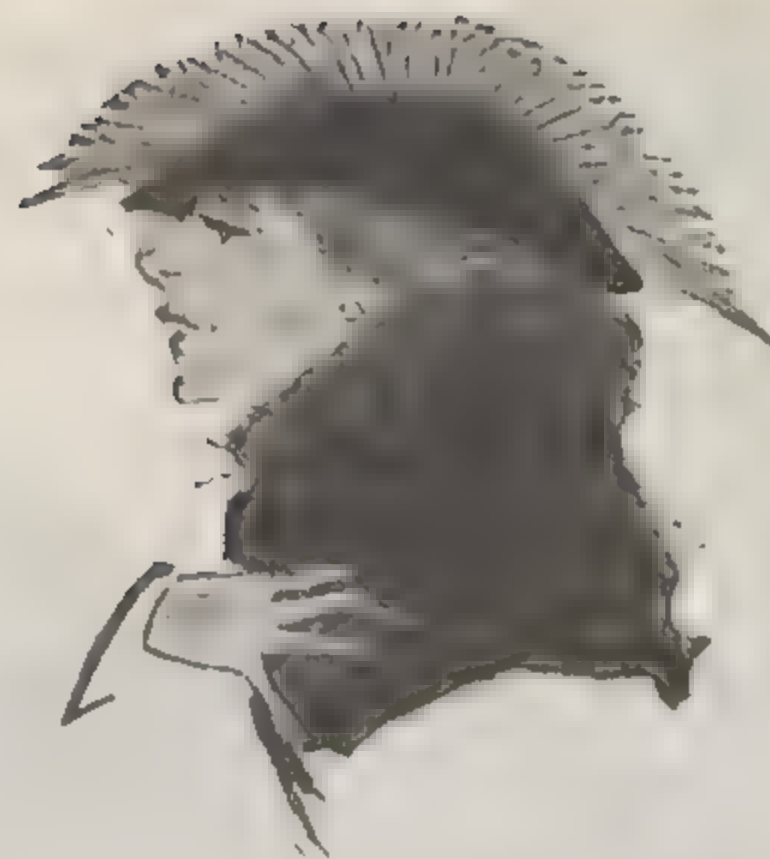
A patriotic service in itself—for with Corona the woman "whose work is never done" has found it possible to undertake even more! And yet her ordinary personal and business affairs receive as much attention as ever. Let us send you our interesting Booklet.

Corona Typewriter Co., Inc.
Groton, N. Y.
New York Chicago San Francisco
Agencies in all Principal Cities

Corona fits anywhere—it weighs but six pounds and folds so compactly that it may be tucked away in a desk drawer. Exceptionally simple to operate.

CORONA
The Personal Writing Machine

Unusual feathers, unusually placed, add chic to many of the new hats



NEW YORK IS in TOWN for NOVEMBER

(Continued from page 43)

accompanied it that might be ascribed much of the effectiveness of the little hat of henna brown satin recently seen at the Ritz. A wisp of darker brown feathers shot almost directly back from the left side of the brim, and a dark brown tracery veil gave wonderful tints to the wearer's delicately bronzed skin. A sable cape thrown over the shoulders completed this harmony of warm brown.

A very smart hat which is being worn by Mrs. Benjamin Guinness owes its effectiveness principally to the two huge grey wings posed at the front and shooting out sharply at each side. The little hat itself is of black satin, and Mrs. Guinness wears it with sable furs to supplement a dull green suit. Charming in its suggestion of balance and in the audacious posing of its trimming is the small black velvet hat worn by Mrs. William Payne Thompson. The trimming this time is two bushy arrangements of thin needle-like black feathers which shoot out at the back. With grey furs and a long grey velours cape Mrs. Thompson makes a smart and graceful figure.

fox fur, suggesting a facing, after the characteristic fashion of this season. With this gown she wears a scarf of matching fur. Eccentric, but with a distinctly smart eccentricity, is the gown worn by Mrs. Alexander Dallas Bache Pratt; it is of emerald green satin banded at the bottom with silver and trimmed about the tunic with rather broad bands of black satin. A black velours cape, a close black hat with emerald green feathers, and long jade green earrings completed the picturesque ensemble.

Capes continue to be worn by many smartly costumed women. One sees numbers of them upon Fifth Avenue and in the Ritz, while at all out-door events capes are strongly in evidence. The best looking of these are made of the soft velvety velours which hangs so beautifully and which is so delightfully warm. These velours capes are being worn more and more in the evening and are really quite in keeping with the restaurant gowns of the present day.

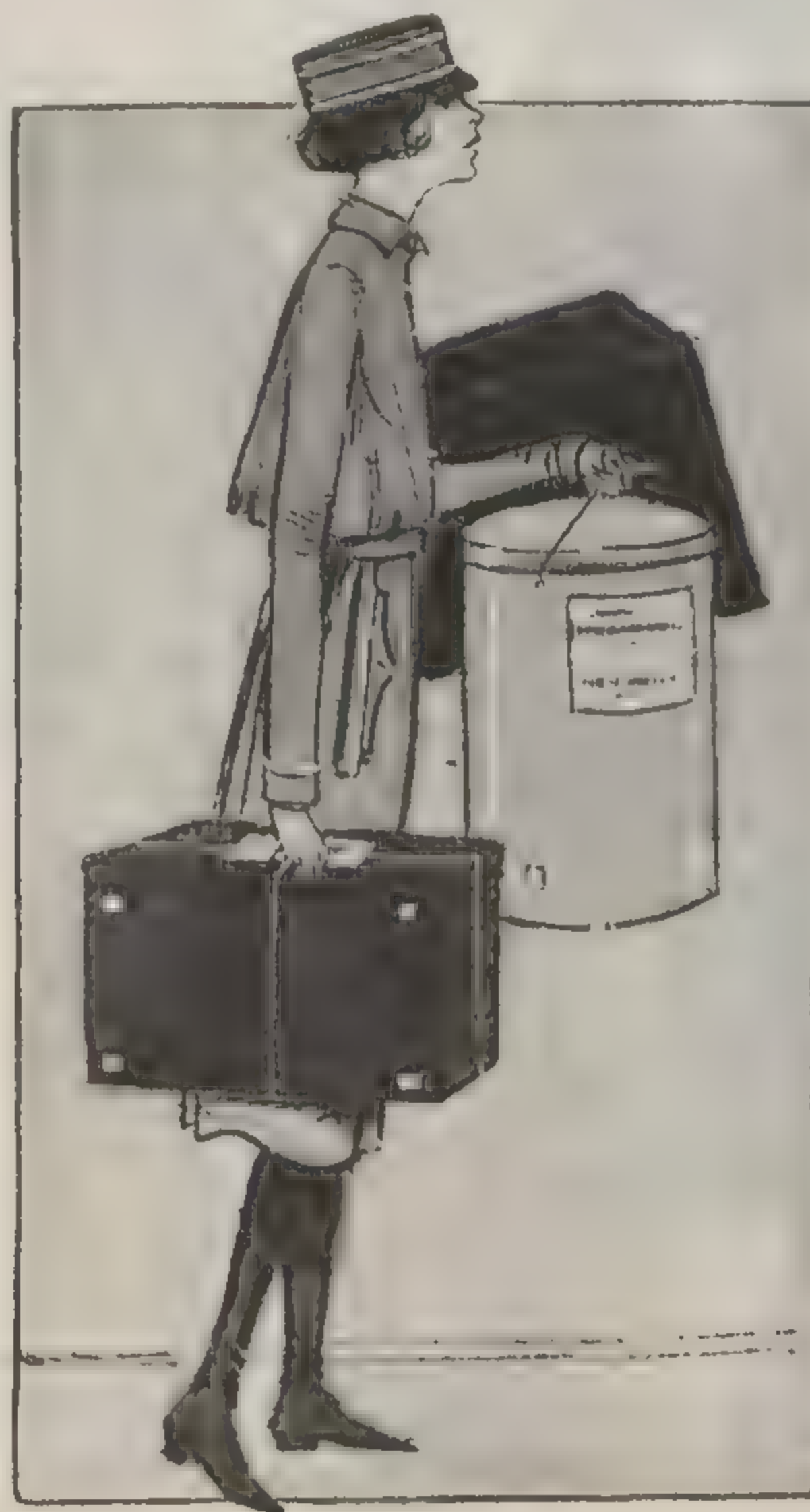
THE FEMININE DELIVERY GIRL

NEW AUTUMN MILLINERY

There is a distinct predominance of small hats in the smart autumn millinery. Satin, velvet, and beaver are among the most popular materials, and these assume soft dark tones, such as dull blue, grey, taupe, and brown. The new henna brown, which is a shade bordering on terra cotta, while considerably in evidence in autumn costumes, has not to any important degree invaded the field of millinery.

Mrs. William K. Vanderbilt, junior, is wearing an interesting black cloth gown laced at the back with taupe chenille. The gown has somewhat the effect of a belted tunic over a scant underskirt, and the tunic is bound at the edge with taupe

To-day is undoubtedly the day of all things feminine, and the latest recruit to the ranks of feminine workers is the delivery girl. One may meet her any day upon Fifth Avenue. She sits beside the chauffeur (who, more likely than not, is grey-haired and has a bit of a limp), a fresh young thing in a spick and span uniform. John Wanamaker was among the first of the New York merchants to adopt the feminine substitute for the fast vanishing delivery boy, and if one buys a chapeau or a negligée at his house it is apt to be delivered by a slender young person of tender years, skirted and bloused in grey, properly putteed, and with a rakish little grey cap set atilt her bobbed blonde locks.



By the boxes she is carrying one knows immediately that she is the feminine successor of the erstwhile delivery boy

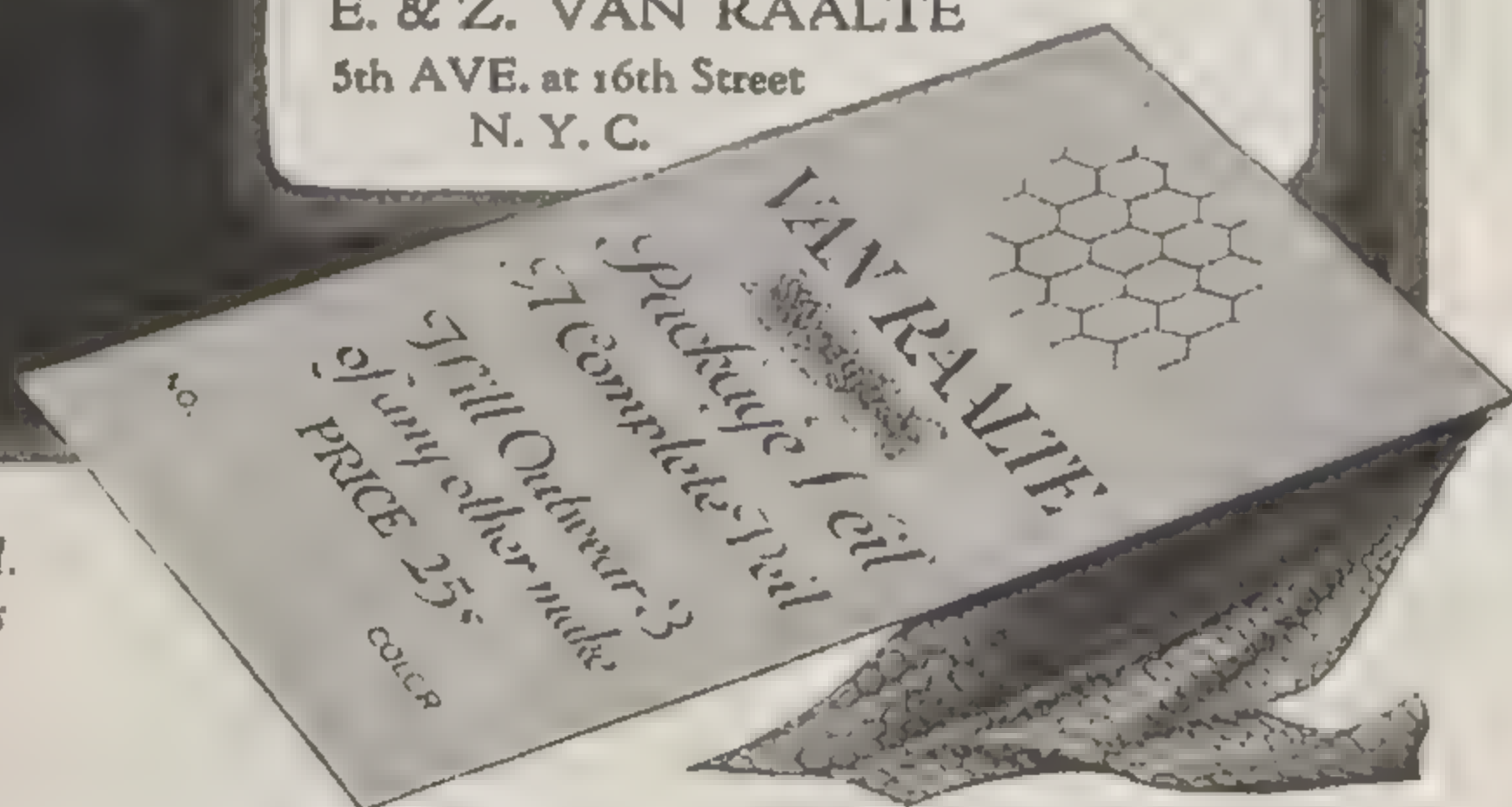
VAN RAALTE

PACKAGE Veils

EASY to pack for travelling, always in good condition, convenient to buy and to wear are Van Raalte package veils. Prices are 25c—35c—50c according to mesh and quality.

E. & Z. VAN RAALTE
5th AVE. at 16th Street
N. Y. C.

Made in U. S. A.
At all good shops



GOTHAM

GOLD STRIPE

HOSIERY

DON'T SPECULATE!

We have maintained and will continue to maintain the original high quality of Gotham Gold Stripe Hosiery.

Don't speculate with the money you invest in silk stockings.

There is certain, satisfying value in Gotham Gold Stripe. And they're garterproof—"No run that starts above can pass the Gold Stripe."

Silk Stockings that wear.

GOTHAM HOSIERY SHOPS

1 West 34th St. 504 Fifth Ave.
New York



FLINT'S FINE FURNITURE

HOLIDAY EXHIBIT OF FURNITURE FOR THE DINING ROOM

Those who contemplate Holiday Festivities should early turn their attention to that most important of all rooms the DINING ROOM. There both in FURNITURE, and in DECORATIONS one looks for the spirit of good cheer which enhances the hospitality of the room and home—not necessarily costly appointments but the expenditure of Good Taste in the details of furnishings.

Our Holiday Exhibit of Dining Room Furniture is notable for the variety of exclusive designs and for the exceedingly low prices.

ORIENTAL AND DOMESTIC RUGS AND
DRAPERIES
INTERIOR DECORATIONS

FLINT & HORNER CO., INC.
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LILY OF FRANCE CORSET

The Lily of France is a beautiful corset worn by beautiful women to make them more beautiful.

*Sold at Quality Shops
Send For Free Style Catalogue*

Lily of France Corset Co.
303 Sixth Avenue
New York

from Glorious Pasadena this Woman Wrote



SHE had lived in many Western towns. Her husband, a busy civil engineer, had moved from one post to another for something like ten years. She began using CREME ELCAYA about that long ago. Ever since, wherever she has been, women friends have wondered—and finally asked the reason of her soft, fresh skin. She told them CREME ELCAYA. And they, too, began its use. Once in a while her enthusiasm runs over and she writes us a letter. In one that came recently she says:

Dear Sirs: "Pasadena, California.
If it gave you pleasure to send me the charming little traveling toilet case, I assure you it likewise gave me pleasure to receive it. I thank you.

If I am a staunch friend of Elcaya, it is because Elcaya deserves it, and that you appreciate such friends is evident from your last letter. It seems to me that I have always used Elcaya, and I know that I would never do without it.

With best wishes,

Sincerely, (Mrs) W.—J.—K."

You see, in that dry Western air she needed a non-greasy, disappearing toilet cream that she could put on day and evening as a foundation for her face powder—one that would protect her skin and keep it soft and clear.

CREME ELCAYA, put on always before your face powder gives the skin a velvety look; with it powder never "shows." Then, before

you've used it very long, you'll find that your skin has acquired an exquisite texture that improves your whole appearance. Knowing this, even your eyes will take on new sparkle. And your friends will wonder—and enjoy.

You see, I know from many, many such letters as the above that CREME ELCAYA does just that. There is no beauty secret about it.

Begin to-day to make your skin beautiful by this formula:

A little CREME ELCAYA rubbed gently into the skin; then if you need color, a little good Rouge spread carefully over the cheeks before the cream is quite dry; and after that the film of face powder over all.

It will give you such a sense of personal daintiness as would make any woman more charming.

We want you to learn the easy way to have a skin like velvet. Send 10c in a letter marked Department "M" to the address below and obtain a trial package of CREME ELCAYA—the non-greasy, skin-refining toilet cream—and a miniature box of ELCAYA COMPLEXION POWDER. If you need color, send an additional 10c for a sample of ELCAYA ROUGE and use it with CREME ELCAYA. There's nothing better.

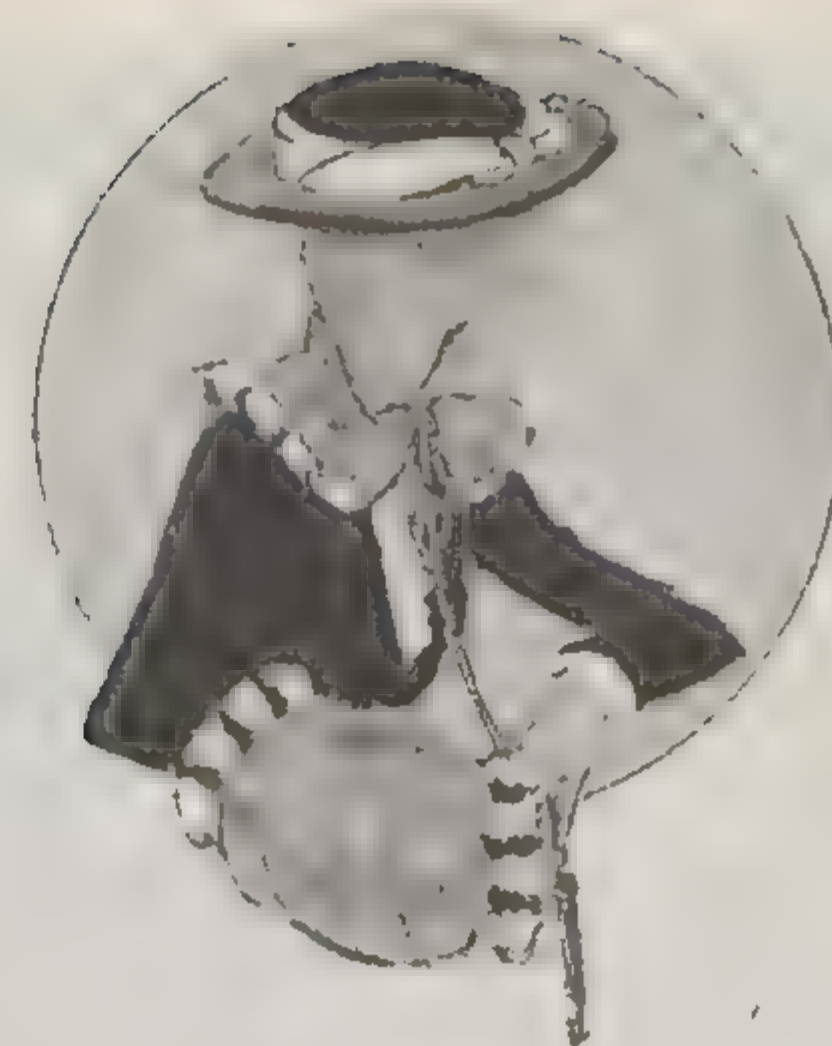
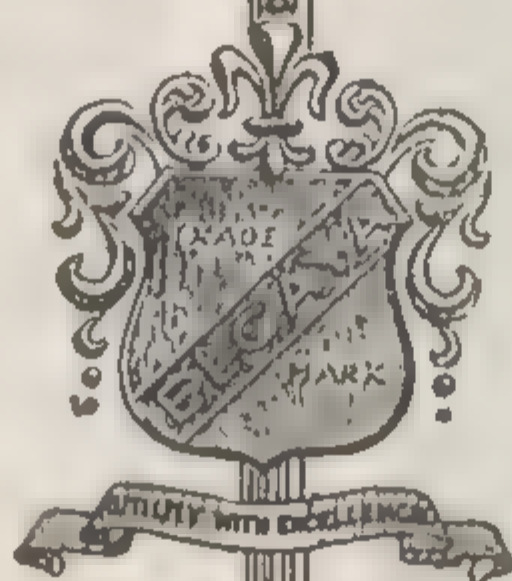
Your dealer has ELCAYA and has sold it for years. Ask him.

JAMES C. CRANE, Sole Agent
148 Madison Ave., New York City

MacLEAN, BENN & NELSON,
Limited, Montreal
Agents for
Canada



© James C. Crane 1918



The sub-deb reserves to herself such a little cape and muff of natural grey squirrel frilled with chinchilla squirrel in all the most engaging places

THE DECORATIVE VALUE OF FURS

(Continued from page 51)

ermine scarf of this kind is very effective with white or light coloured frocks for wear on the beach.

A smart sable muff and scarf suitable for a woman of almost any age is sketched at the lower right on page 51. The scarf is wound about the neck in such a way that the ends come on each shoulder, and each of these ends is finished with three tails. Seven tails hang from one side of the modestly small muff.

For the older woman the natural fur skin is usually more chic than the fur which is fashioned after a pattern, but for a young girl a very good effect can often be obtained with a little cape or collar-ette of the type shown in the sketch at the top on this page. The body of the muff and the collar-ette are of natural grey squirrel, and the little frill about the muff and the band which peeps out at the bottom of the collar are of chinchilla squirrel.

THE LONG THIN STOLE

There is no type of fur piece which is more effective than the long thin stole. It is becoming to a slender woman, and to the heavier figure it gives both height and distinction. A stole of this kind may be worn in any number of ways, but in no way is it more attractive than that in which it is pictured in the sketch at the lower left on page 51. This particular stole is of Hudson Bay sable and is shown with a black velours cape.

TWO PRACTICAL COATS

A coat for stormy days, motoring, war work, or winter sports, is shown at the lower left on this page. It is of nigger-head brown velours with a high coachman's collar and cuffs of shaggy wolf dyed taupe. The coat in the sketch at the lower right, is, on the contrary, intended for ordinary town wear, and, in these days of informality, might even be pressed into service with an evening gown. It is of Hudson seal bound with fitch, and it has a high collar of taupe lynx.



One defies coalless and gasless days in a stormy weather coat of tête de nègre velours with a high coachman's collar and cuffs of shaggy wolf dyed taupe

Three furs combine to form the charm of this coat for town wear—Hudson seal, fitch for binding, and taupe lynx to make a luxuriously big collar

WALPOLE BROS.

Irish Linen Manufacturers

373 Fifth Avenue, New York

Useful
'Xmas
Gifts



No. 35
Real Armenian Lace
Handkerchiefs.
Price \$15.00 Doz.
Other designs
\$12.00 to
\$18.00 Doz.

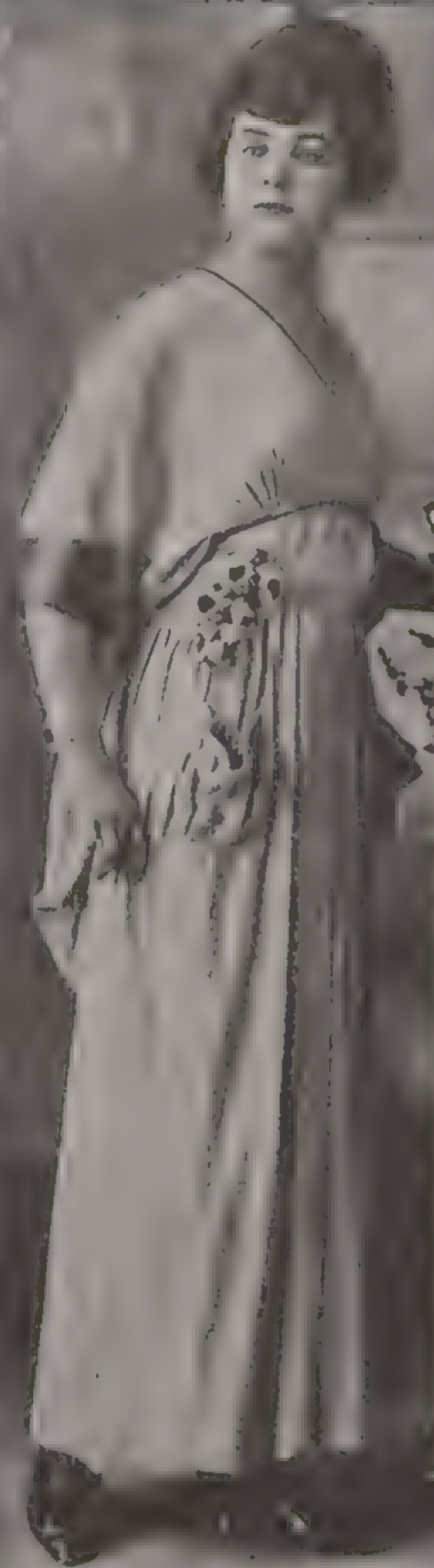
B
Ladies' Corded Border Handkerchiefs, Pure Linen. Hand rolled hem. Size $11\frac{1}{2} \times 11\frac{1}{2}$ in., with Monogram complete. Price \$10.00 per Doz.

H
Ladies' Pure Sheer Linen Hem-stitched Handkerchiefs, $\frac{1}{8}$ inch hem. Size 11×11 inches, with Monogram complete. Price \$7.50 per Dozen.

Monogram Handkerchief orders cannot be accepted for less than half dozen lots, one monogram.

Catalogue of Suggestions for Christmas Gifts on request.

Please carry out the Government's wishes by buying Gifts Early.
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Protected by U. S.
Letters and Design Patents

Now being featured by the better shops throughout the country.

The most practical of costume creations, combining the comfort of a negligee with the appearance of a dress.

A number of models of The Lady Teazle House Gowns can be worn seven ways, transformed in an instant, without taking it off, into

Negligee Afternoon and Street Dress
Luncheon Dress Shopping Dress
Tea Gown Dinner Gown Theater Gown

Made of the finer fabrics, including Soft Crepes, Crepe de Chine, Crepe Meteor, Georgette Crepe and Chiffon Velvet, in a variety of exquisite colors and color combinations.

At Retail \$10.50 to \$125.00

If your favorite shop in your city does not handle The Lady Teazle House Gowns and Negligees, write to us and we will send you a descriptive booklet or refer you to the nearest shop where you can see these productions.

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DE WELLES COMPANY

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Depilatory Powder
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Dame Fashion Says:

"Sheer fabrics, for blouses, afternoon and evening gowns." No smart woman can afford not to remove the hair from her arms, and arm-pits. Fashion and modesty demand this of her. X-Bazin, mixed with water, dissolves any superfluous hair in five minutes just as soap removes dust from the skin, leaving it smooth and white and soft.

50c and \$1.00 at all drug and department stores, or we will mail direct on receipt of price.
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WEAR never seems to dim the beauty of a "Beaver" Satin. Style never omits the name of "Beaver" from the Blue Book of "First Fabric Families." Price never balks the woman who wishes to possess a "Beaver" lining, suit or dress.

Beautiful "Beaver" Satin, with its soft draping lustrous lines, is a fabric ever high in fashion's favor, ever high in quality and always reasonably low in price.

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Your dealer will have "Beaver" Satin. If he hasn't it already, write for a sample.

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463 FOURTH AVE., NEW YORK

BEAVER SATINS
Identified by the
Rope Weave Selvage





NOW AT
751 FIFTH AVENUE
Near Fifty-eighth Street
NEW YORK



HATS BLOUSES
FURS NOVELTIES

HAS YOUR FURNACE ENLISTED?

(Continued from page 65)

always will, because land is too valuable to waste in coal piles. Forty-five thousand tons a day are dumped on the long-suffering Jersey shore, are lightered across the river, and teamed or peddled around town. Twenty-two thousand people—a small cityful—make their living by transporting this hand-to-mouth coal in and around New York. But the average householder has no need of imitating their methods, and those who obeyed the white horses and ordered their coal in the spring have the glow of good conscience as well as of good fires.

But extra production at the mines and extra ordering during the summer when coal has right of way on the railroads isn't going to solve the problem. There simply are not hands enough nor cars enough to provide that extra hundred million tons, especially when you remember that the very engines that bring the coal eat up a quarter of what they carry. Hence the Fuel Administration's Conservation Campaign.

NO ANTHRACITE WEST OF THE MISSISSIPPI

This begins at Washington, because the Fuel Administration itself schemes out the initial saving. All anthracite coal comes from a little territory in Pennsylvania, while bituminous or soft coal occurs in thirty different states. It's eminently desirable, of course, that Mrs. Des Moines Iowa's bedroom curtains remain white—and they're not likely to if the town burns soft coal; likewise it's eminently desirable that little Miss Wichita Kansas' mother shouldn't have to tell nurse to change the child's frock twice in an afternoon on account of soot. But think of the miles and miles that the hard coal has to travel to Iowa or to Kansas; and then—think of the trenches.

"Sorry, ladies," says the Fuel Administration, "but if you're so unlucky as to live west of the Mississippi you'll have to burn soft coal this winter. We can't spare the cars."

TEN MILLION TONS—TO BE SAVED

In the old days, even when a Chicago man wanted soft coal for his factory he was just as apt to get it from West Virginia. True, perhaps it was better coal for his purpose. But to-day the Fuel Administration turns a deaf ear to grumbling—there's very little of it, we're glad to say—and the man burns coal from southern Illinois, which is less than half as far away.

The first thing any Fuel Administrator does, then, is to show an interviewer the allotment chart on anthracite and explain about the Zone System for soft coal. The second thing he does is to say, "But this won't do it all. We can produce some of that hundred million extra tons we need this year; and we can save some by eliminating the long haul. We can save more by dealing direct with the big factory owners and the power plant people. But the rest of it, ten million tons at the very least, is up to the general public who own homes and burn coal."

So here's where we come in. Observe that we come willingly. There is no threatening. There are no coal cards. There is no dread penalty of six months' imprisonment if the neighbours descry cinders in our dust bin, as the law stands to-day in England. There is just a plea—backed by the facts of the case.

HINTS FOR THE CELLAR LECTURER

Now—how are we to save?

To begin with, we must realize that the ultimate saving won't be done by us at all, but by the cook and the maids in the kitchen and the furnace man below stairs. Unless we can somehow fire these people's imagination, ours will not be a

conserving house, no matter what our personal opinions chance to be. Factory owners are urged by the Fuel Administration to get their employees together and talk coal to them as hotel owners have talked wheat, meat, and sugar in the Food Administration's campaign. Why shouldn't home owners follow suit? It means more trouble, of course. But the cook and the maids and the furnace man have friends and relatives in the Army and the Navy just as we have. And if they can be got to see that every three-inch shell fired from an American gun needs eighty pounds of coal for its manufacture, they will be willing, in nine cases out of ten, to save that coal, shovel by shovel. And such a realization is the only thing big enough to overcome the natural inertia that rebels at sifting ashes and bothering with dampers.

The first thing we can do toward saving is to have our heating system overhauled before the cold weather. Fire doors that aren't tight, pipes that aren't asbestos-wrapped, heating surfaces that are covered with soot may undermine the efforts of a combined household in saving coal. One one-hundredth of an inch of soot has the same power to resist heat that ten inches of iron has. Even the most ignorant of lately-landed minds may be made to appreciate the necessity of cleaning once a week if the case is put in this way.

ROUTING THE KAISER ON THE COAL BIN SALIENT

The second thing we can do to rout the Kaiser on the coal bin salient is to go over the house and see whether we aren't going to need less room this winter than we needed when the family was all at home and we did more entertaining. Don't aim to heat a single apartment that you aren't going to use. Have the radiators turned off and keep them that way.

Light is another thing that means coal, even if you happen to use hydroelectric power, for that is all needed to save coal. Take out a bulb, if you can, from each room. Don't use carbons in any case. They are wasteful. Substitute mazdas or other high efficiency lamps. If you live in a house that burns gas, the necessity for saving is all the greater.

See to it that there aren't any water leakages. Water as a rule is pumped by machinery that uses immense quantities of coal. In the year before the opening of the Catskill gravity system, the Croton pumping stations used one hundred and forty thousand tons of coal to supply New York with water, and, the city government assures us, if we don't put our minds to saving, the old days will return again with their extravagant use of fuel. Be as saving of hot water as you can as water absorbs more heat to raise its temperature than any other thing.

These things—putting the heating plant in order, isolating radiators, seeing to lights, saving water—may all be done in advance of the cold weather. The first real winter saving is in starting the furnace as late as possible. Forget the first few autumn days. The poor always do.

THERMOMETERS AND VOWS

Buy thermometers and register a vow—explained below stairs—that for the winter your house is to stand at a temperature of 68°. It won't merely save coal; it will be more healthful for everybody. What if you have to wear warmer clothes—the English have always done it, and so have the French. Our super-steamheated indoor atmosphere is what produces colds—and pneumonia now out-distances tuberculosis as a killer of men. If Congress would only pass a law requiring us to call our scourges not "colds"—

(Continued on page 122)



*A Fulfillment of Every
Woman's Love of
Exquisite Underclothing*

The
Marcella
PATENTED
Reg. U. S. Pat. Off.

SKIRT DRAWER

Here, at last, is the ideal undergarment, uniting Beauty, Comfort and Practicality.

What could be more serviceable than a combination of open drawer, closed drawer and short underskirt? That is Marcella. What could be more comfortable than a garment that fits snugly, does not wrinkle around the waist and yet allows perfect freedom of the limbs? That is Marcella. And Oh! the luxurious feeling of dainty lingerie with a smart bit of embroidery here, and illusive ribbon there! That also is Marcella!

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Get your dealer to show you an endless variety of Marcella Combinations, Camisoles and Chemises. You will just love them—because from the simplest to the most elaborate they embody all those dainty little touches of style and line which make one undergarment more distinctive than another! There are sizes and modes suitable to every figure.

Send for our latest style folder. Also ask for the nearest store in your city featuring Marcella garments.

Let this label guide
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The Government asks us to conserve wool and practice thrift

She does both who wears

Skinner's

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(36 inches wide)

Her garments have the richness which only silk can produce and the wearing quality which only SKINNER'S can give.

**"Look for the Name
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None genuine without it

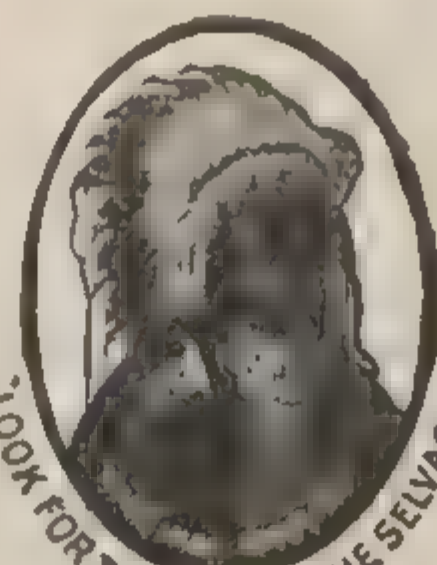
William Skinner & Sons

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Established 1848



Stewart & Co.

Correct Apparel for Women & Misses
5TH AVENUE AT 37TH STREET

FUR TRIMMED WINTER COATS

For Women and Misses

Unusual Assortments
At Remarkably Low Prices



**No. 761—Misses' Fur Trimmed
Coat of fine Wool Velour**

Wonderfully well tailored, with large collar and cuffs of natural Nutria; shown in all colors.

Sizes 14-16-18-20 years. **Special
50.00**

Winter Coats in Dolman, Loose back Semi-fitted and Belted effects, handsomely tailored or with trimmings of rich selected furs; wide variety of latest styles, at extremely Low Prices.

Send for Illustrated Winter Catalogue No. 41

Mail or Phone Orders promptly filled.

HAS YOUR FURNACE ENLISTED?

(Continued from page 120)

MANGONE
CLOTHES*For Women of Fashion**They possess that air of
refinement so many other
garments only profess.**The best Apparel Establishments
are our Accredited Representatives
in every city.*

which they aren't—but "hots," which the doctors assure us they are, it might aid us in guarding against them.

As for the direct operation of the heating system once the cold weather begins in earnest, listen to what an expert has to say. Listen with both eyes, because this is the very meat of the article, and, if you're really in earnest about saving coal, you may have to explain it all later on to a furnace man from Missouri.

"A great many people are looking for a short cut method to solve their fuel troubles. It is an American characteristic to expect to buy some machine or device that will automatically produce satisfactory results, and being once paid for, can be neglected and forgotten. This tendency finds an expression in investment in a new grate which is to save a goodly portion of the fuel, or some foolish little device to put on the chimney, or, worse yet, some chemical to sprinkle on the coal pile—which is about as effective as sprinkling salt on a bird's tail. Most of the fuel saving powders are common salt.

"This tendency is a bad one. There is no short cut or royal road to knowledge in combustion problems. There are a few simple fundamentals that every user of fuel should grasp, but there are a number of them that are more or less difficult to control, and good results can be had only by the admixture of knowledge with care and attention in handling the fuel.

DID YOU KNOW WE BURNED AIR?

"One of the common things overlooked is that we burn a great deal more air than we do coal. For every pound of coal that is burned, some twelve to fifteen pounds of air must be handled. Imagine what the situation would be if we had to buy that air and have it delivered to the house in a van, or had to store it and put it into the fire-box with a shovel! Fortunately we do not have to pay for it directly, but we must provide some means of delivering the air where it is wanted and in the necessary quantity, and it is for this purpose that the chimney exists and draft is needed to deliver the air to the fire. If we use insufficient air or the air is badly distributed in the fire—too much in spots, not enough in other spots—there is considerable waste of fuel. The gases driven from the coal may go up the chimney without developing their full quota of heat. If, on the other hand, we allow too much air we are needlessly heating a large amount of gas which carries the heat up the chimney and is therefore wasted. Fortunately, nature has provided that if we keep a uniform fuel bed without holes in the fire, although the fuel bed may be only five to six inches thick, it is impossible to get too much air through the fire. One of the essentials, then, that people must learn is that a fuel bed should be uniform so that air will flow through all parts of it at the same rate and that there shall not be holes in the fire that allow an excess of air to flow through the furnace and chimney.

"Another thing that people should learn is that nothing conduces more to efficient combustion than uniformity of conditions. The fuel bed should be kept uniform, the

addition of new coal should, if possible, be continuous and uniform. This is, of course, impracticable in house-heating, but nevertheless it is the ideal which it is desirable to obtain and indicates that frequent firing of smaller amounts at regular intervals, especially of soft coal, would be desirable. The draft should be kept as uniform as possible. It is always wasteful to increase the fire suddenly by vigorously shaking the grate and increasing the draft, only to be succeeded by closing the dampers tightly and opening the firing door because the radiators become too hot.

SAVING COAL IS LIKE BEING GOOD

"Many furnaces cleaned out in the autumn when first started are allowed to run the whole season without having the heating surfaces cleaned. The month of March always draws heavily on the coal, and the householder begins to wonder whether he has put in enough. The extra draft of March is many times produced by the foul condition of the heating surfaces, which should have been cleaned at least once a week."

Saving coal, you see, is like being good. Eternal vigilance is the price of safety. But that being good and saving coal are both worth while nobody doubts who looks straight at the subject. Not long ago England called seventy-five thousand more miners to the colours. This leaves her in a condition where she can keep herself supplied with the bare heat that she permits, and, in addition, supply France. She can not supply Italy, which falls to our share. Ours, too, is the problem of coaling the engines that carry the vast South American harvest to the sea—to us and to our Allies. Ours, too, is the problem of the four million tons of coal consumed in carrying supplies to our Army—the fourteen million tons needed to make and transport steel for our new ships—the forty million tons that will have to be used before the Shipping Board's programme is fully carried out.

A ROARING NIAGARA OF POWER

Yes, those are figures, and we said we wouldn't use figures. You can't understand them any more than we can. But you can get the boom and the crash and the Niagara roar of all that black river of power belching up out of our mines, pouring across our country, bearing the concentrated fury of outraged democracy against the tyrant that has dared to let his own coal hunger make him steal Alsace-Lorraine. What is more, you can resolve that, on account of the very tremendousness of the issue—tremendous beyond your understanding or ours—your furnace must enlist. Down in the dark under your own house there is a coal mine that can help to win the war. Up in your dining-room, your boudoir, there is a thermometer that can number the hours for Berlin. Reading this page with its menacing millions, needed, but not in sight, there are two eyes that can see, past the millions, to the innate ugliness of thin sleeves and a fat coal bill—the assured beauty of a clean conscience in a warm serge dress.



Andrew Alexander

548 5th Avenue
New York

\$12.



Handsome utility pump for house or street. Patent leather vamps with ornament; black satin quarters; patent enamelled heels.

QUALITY is paramount with us, as it has been for 60 years, and will be so long as we are in business. We have different grades, naturally, but all are unqualifiedly good and while prices have necessarily advanced the finer grades show the least increase.

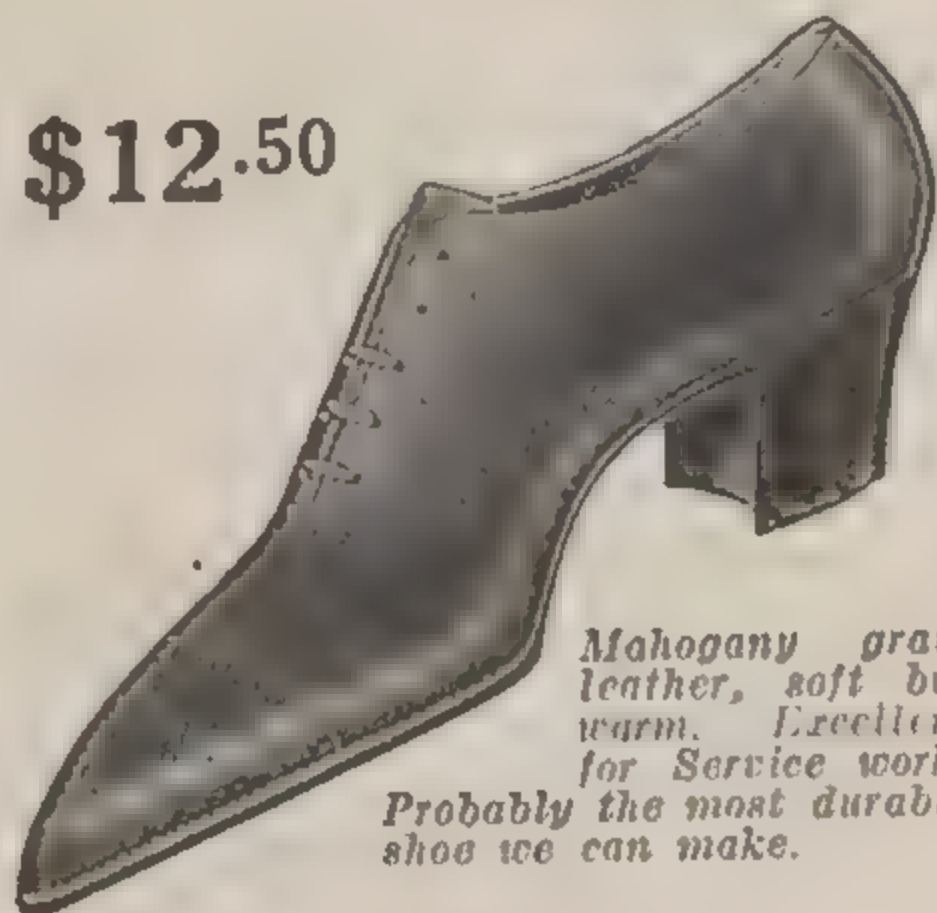
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Victory brown or black calf skin, trim military heels. Stout soles suitable for year-round wear.

War has restricted colors and unnecessary and costly trimming but the combination of good leather and skilled workmanship has a charm of its own and really shows to best advantage in the plainer models. Our assortment of low shoes is unusually varied.

\$12.50



Mahogany grain leather, soft but warm. Excellent for Service work. Probably the most durable shoe we can make.

Mail orders receive prompt careful attention. Inquiries invited.

ESTABLISHED 1857

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UNICUM
Real Human
HAIR NET

These nets are easy to adjust—a perfect match in color—hand made of real human hair.—They make that "just fixed my hair" appearance last all day.

"UNICUM" nets can be purchased in two styles—Fringe Nets and Self-Adjusting Cap Shaped Nets.

In colors to match your hair.

15c each 2 for 25c and up
Grey and White 25c and up

Try a "UNICUM" Hair Net as a face veil—they're most convenient and becoming. Should you have difficulty in securing "UNICUM" HAIR NETS from your dealer communicate direct with us.

Buy More W. S. S.

THEO. H. GARY COMPANY
67-69 IRVING PLACE NEW YORK CITY
In purchasing hair-nets look for the envelope shown below



Forsythe Waists

Smart! New! Distinctive!



Washable Satin—White, Flesh, \$11.50.
Radium Silk—White only, \$11.50.
Chamirose—White and Flesh, \$11.50.
In. Crêpe Charmant—White and Flesh, \$11.50.



Washable Satin—White and Flesh, \$8.50. Radium Silk—White, Flesh, Green, Brown, Taupe, Plum, Sunset, Grey, Black, Navy, \$9.50. Chamirose—White, Flesh, Navy, Black, \$9.50. White La Jerez, \$8.50. Wash Habutai, \$7.50.



Washable Satin—White, Flesh, \$11.50. Radium Silk—White, \$11.50. Chamirose—White and Flesh, \$11.50. Crêpe Charmant—White and Flesh, \$11.50.

Mail orders promptly filled
Catalog on request

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Telephone: Vanderbilt 2218
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ANSWERS TO CORRESPONDENTS

VOGUE invites questions on dress, social conventions, etiquette, entertaining, household decoration, schools, and the shops. Any reader may have an answer on these and similar topics; Vogue stands ready to fill the rôle of an authoritative friendly adviser.

Because fashion is so variable, and depends so much on who you are and where you are, it is always better to secure a reliable answer to each problem than to run the risk of making a mistake. Before asking Vogue, please read carefully the following rules:

(1) Addresses of where to purchase any article will be sent by mail without charge and as promptly as possible, provided that a self-addressed stamped envelope accompanies request.

(2) Answers to questions of limited length and unlimited as to time of answer will be published in Vogue at its convenience, without charge.

(3) Ten-day questions. Answers sent by mail within ten days after receipt. Fee, 25 cents for each question.

(4) Confidential questions. Answers sent by mail within six days after receipt. These answers will not be published without permission. Fee, \$2.

(A) The right to decline to answer is in all cases reserved by Vogue.

(B) The writer's full name and address must accompany all questions asked.

(C) A self-addressed and stamped envelope must accompany all questions which are to receive answers by mail.

(D) Correspondents will please observe carefully the rule of writing on one side of their letter-paper, only.

Miss K. D.—At a church wedding is it proper for the bride to wear a veil with a crêpe de Chine or a Georgette crêpe frock?

Ans.—A simple tulle veil could easily be worn with a wedding-gown of crêpe de Chine or Georgette crêpe. You should observe the simplest possible method of draping the veil. That is, the straight piece of tulle should be thrown over the head, possibly draping the eyes, and outlining the head there should be a rather slender wreath of orange blossoms with white satin or silver ribbon. The veil should be allowed to fall over the shoulders in a long train. If, however, you do not care to do this, a small turban hat of white satin might be worn. This hat could be entirely draped with white tulle and the long ends could hang at one side to the waist or down the back. This would be more appropriate and certainly more unusual than the regulation wedding veil.

Miss M. R.—Please plan a wardrobe for a sixteen-year-old girl who is going away to boarding-school.

Ans.—The majority of girls in boarding-schools to-day wear a simple one-piece dress of blue serge or gabardine. Over this is worn a top-coat in velours or one of the heavy tweed materials. For traveling and general wear, that is for town and shopping, a simple tailored suit in gabardine, velours, or tweed is considered appropriate. This may be in any dark colour, although navy blue is the accepted colour of the young girl in boarding-school. You will need a number of simple frocks for dinner wear as many boarding-schools at the present time make more or less an occasion of the evening meal. These dresses may be of crêpe de Chine, silk, or chiffon, made on the order of afternoon dresses, simply trimmed with collar and cuffs of lace or fine organdie, but with very little other trimming. For dances and more formal occasions you will probably require a dress in a light colour, blue, orchid, yellow, or white in silk, net over silk, or chiffon, and this frock of course, may be a bit more elaborate.

The shoes for day-time wear are high laced boots, dark tan or preferably black dull leather with stockings to match. It is also well to have a pair of Oxfords in tan or black to be worn with gaiters in tan or grey, not too light in shade. With your simple informal dinner frocks you should wear black patent leather pumps with buckles; the evening slippers may be of silver or gold, or of satin to match the costume. It is necessary to have a number of sets of underwear; the tailored underwear with little trimming or lace is preferable. Many school girls wear bloomers in black crêpe de Chine or grey or white Italian silk. Camisoles should be of batiste or nainsook, embroidered or tucked and hemstitched, but not elaborately trimmed. For evening you may have two or three sets of underwear more elaborate in design.

Miss E. A.—Please advise me as to the making of a light wrap towards which I have six lengths of grey squirrel, each three-quarters of a yard long.

Ans.—The lengths of squirrel could be joined together to form a deep yoke, running into a collar. This could be used to finish a wrap of grey velvet or grey satin lined with duvetyn in grey, or if you prefer a lighter wrap, it would be charming to use several layers of smoke grey chiffon over sapphire blue. These chiffon wraps are very smart, and exceedingly attractive.

Mrs. S. A. A.—I am going on a four days' motoring trip and shall stop over night at hotels along the way. What would be the best thing to wear on this trip and at the hotels for dinner? Later I shall be staying with friends in a small mountain resort. What sort of clothes shall I need there?

Ans.—For a motor trip the most comfortable thing to wear is a one-piece dress of wool or silk jersey in tan, beige, or grey, or perhaps a simply made foulard in navy blue, and with this a motor coat. If the trip is to be through a very warm climate the costume might be of silk jersey or pongee and over this a light weight homespun coat might be worn. The hat may be a stiff sailor shape with a fine mesh veil, although many women prefer a long chiffon veil as it gives better protection from wind and sun. The shoes should be dark brown Oxfords with medium heels. We are quite sure you will find a one-piece dress and loose-fitting coat more satisfactory than a tailored suit. For dinner at the hotel you might have a simple gown of chiffon in a rather dark shade, or one of lace or silk net over taffeta would be attractive. These materials pack with the least creasing. A gown of black or white lace would also be appropriate although one of chiffon or Georgette crêpe would be more practical. Several separate skirts of white linen, crash, or piqué, and several in silk or, perhaps, satin would be useful, and at least one skirt in a woollen material should be included. Sweaters, of course, will be needed and although people live in sports clothes the entire day at the mountain resorts, it is necessary to have one or two gowns of the afternoon or informal dinner type for teas and similar occasions. One or two evening gowns will probably be needed, but these may be quite informal so that they can also be worn during the afternoon. One, or possibly two, formal gowns are necessary,—that is, gowns with no sleeves and a low neck. These may be of net over satin, black lace over satin, or in all black or a plain coloured satin.

Miss L. G.—What are the proper clothes to take to California if one leaves New York (Continued on page 126)

La Resista Corsets

THERE is grace, beauty, poise in every line and curve of this corset. That is why well-groomed women everywhere have adopted LA RESISTA as Fashion's Choice. No other corset is fitted with SPIRABONE—the flexible stay. Hence, no other corset can achieve the youthful contour which is an inherent part of LA RESISTA. Illustration shows the rigid stay compared with curving SPIRABONE. The bending figure, a photo from life, portrays the flexibility of SPIRABONE.

50 Styles
Priced Moderately
For Quality

Back Lace or Front Lace

STYLE H-219

Illustrated herewith, Pink Coutil, price \$5.00

STYLE H-209

Same model, Silk Brocade, \$7.00

STYLE S-205

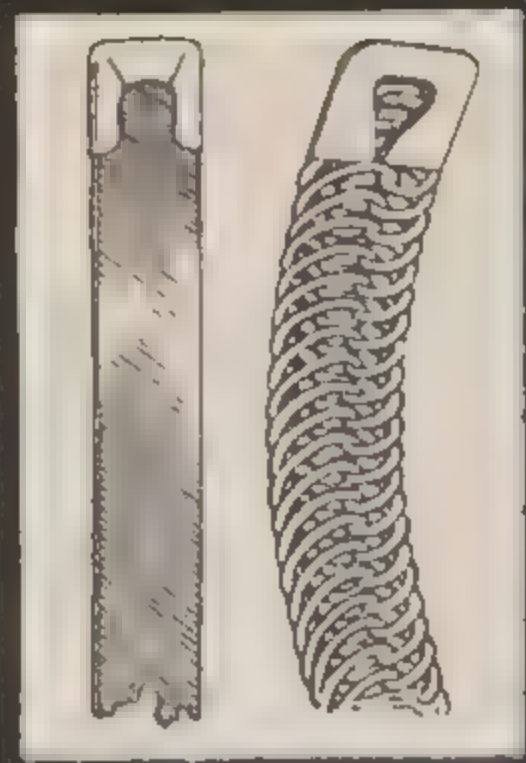
Same model, Silk Broche, \$10.00

Personal Service

La Resista corsets are sold in our exclusive Salon, 431 5th Ave., at 38th St. A professional corsetiere personally fits your corset. She will offer facilities not obtainable in the average establishment. This particular service for particular women is entirely free. LA RESISTA corsets are also sold by Quality stores.



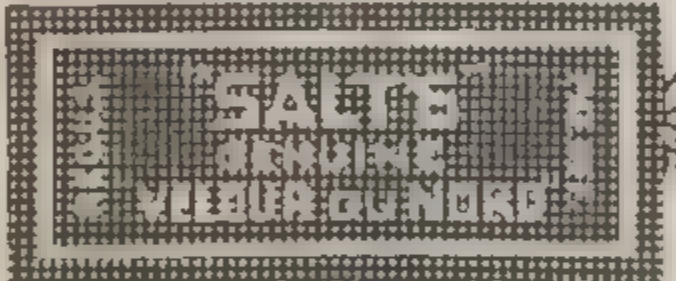
Assure
Perfect
Body
Poise



La Resista
Corset
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A Textile Ennobled

THE word velour conveys all too little to the woman who has yet to know Salt's Velour du Nord. This is a regal textile that reigns over all other velours as the diamond rules in the jewel kingdom.

In procuring your evening wrap or other care-compelling garments insist that subtlety of make be paralleled by elegance of fabric.

The Salt's label will so assure. In fastidious stores you will find it sewn in the choicest of their garments.

SALT'S TEXTILE CO.
Incorporated
38 East 25th Street
NEW YORK



VIVAUDOU

CREATOR OF

Lady Mary

TALC	FACE POWDER	CREAM
35¢	50¢	50¢



for the careful woman—
A distinctive fragrance
in packaging of
unusual beauty.

Send 15c to Vivaudou (Dept. 21, Times Bldg., New York, or if you live in Canada, to Vivaudou, 344 St. Paul St. West, Montreal) for a generous sample of Lady Mary Extract

VIVAUDOU

PARIS NEW YORK

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The Dictates of Fashion
The Albrecht FurBook is the authoritative style guide of America's women of fashion. The correct styles for 1919 are shown in elaborate detail:

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REAL VALUE

Our location in the primary fur mart of America gives us the choice of pelts.—The values are exceptional.—You run no risk in ordering furs from Albrecht. Our "money-back" guarantee protects you absolutely



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Shows you the latest approved styles. Tells how furs are made and graded.—How to detect imitation furs. What furs wear best.—How to take proper care of your furs.—How to get the utmost possible fur value for your money.—The most comprehensive fur guide published.

Send 3¢ today.—The edition is limited

E. ALBRECHT & SON
Saint Paul, Dept. F-3 Minnesola.

ANSWERS TO CORRESPONDENTS

(Continued from page 88)

A. Joeckel & Co.
Furriers

384 Fifth Avenue

(Between 35th and 36th Sts.)

NEW YORK

'Phone 2044 Greeley

No. 2—JEANNE EAGELS



Evening Wrap of blue and silver brocade, with Black Fox collar and cuffs; deep border and panel of black velvet

**"The Furs That
Heighten
Woman's Charm"**

FUR STYLE BOOK
FREE

York in November and plans to spend the winter there? I expect to reside permanently in California, and, as I will work in an office, my clothes must be of the practical sort.

Ans.—You will do well to include in your wardrobe a warm tailored suit and a serge dress, and it is also wise to take a top-coat of a woollen or tweed material as you will find the climate cool at times. The afternoon dress could be of material such as satin, silk, chiffon, or lace, according to the use you intend to make of it. A dark crêpe de Chine or a soft satin could be trimmed with bands of fur, or it would be smart to have it untrimmed as are so many of the gowns shown for autumn. You will need high laced boots or low shoes on the Oxford type to be worn with gaiters. These may be in dark tan leather or black. To wear with afternoon dresses black patent leather pumps with or without buckles are the best, and a pair of black satin pumps would be smart. The hat to be worn with the tailored costume should be a small shape in felt, duvetyn, or dark coloured velvet, and, of course, for shopping and traveling one usually wears a veil.

Miss R. A. B.—What is the correct kind of garment for a young girl to wear under a tan waist?

Ans.—The correct garment for a young girl would be a corset-cover of fine handkerchief linen or batiste trimmed with a row of hemstitching and Valenciennes about a half inch wide. The shoulder straps should be of the material about one inch or one and a quarter inches wide with hemstitching on either side, or they can be in ribbon in a pale shell pink or in white from three-quarters of an inch to one inch in width. Fine embroidery of a simple pattern can be used quite appropriately on a young girl's corset-cover. A young girl should not wear a very thin blouse, but she may wear one of batiste, crêpe de Chine, or of a fine silk on the order of pussywillow silk.

Mrs. M. C. T.—What change shall I make in my mourning? My father died two years ago, my mother a year ago, and until now I have worn all black.

Ans.—Your mourning apparel for the past two years has been quite correct, but now is the time for a change. The costume which you are planning to order may be in all white, providing it is dead white, not a cream shade, or in black and white combinations, although the former is considered somewhat smarter. The fashion of wearing lavender and purple is disappearing and one sees very little half-mourning of this type. In these troublesome times when the whole world is in mourning, as it were, we are gradually observing greater sanity in regard to mourning apparel, and we must allow common sense to rule our decisions.

A black tailored suit with white hair-line stripes would be entirely correct, and with this you may wear blouses of white handkerchief linen, batiste, crêpe de Chine, or chiffon. An all black sweater, either in silk or wool, would be preferable to one in purple or lavender, or white or grey would be lovely if these colours are becoming to you.

Mrs. S. P. J.—Are clothes of the so-called sports type considered in good taste for city wear?

Ans.—Some very smart women motor in to town from the country in the summer time in a sports suit, a soft sports

hat with a long chiffon veil, and even a sweater, and in this costume they would shop or lunch at a smart hotel,—but these women travel in a motor. If one comes to town by train, it is in far better taste to wear a tailored suit with a simple blouse of crêpe de Chine, handkerchief linen, or batiste, or a one-piece dress of blue serge or gabardine, with a small hat. It is, of course, extremely bad taste to reside in the city and wear clothes of the sports and country type on the street; that is clothes of the brightly coloured materials and low sports shoes. But one could wear a smart golf suit of tweed with low tan shoes and woollen sports stockings for shopping in the morning, if one so desired.

This, of course, is from the viewpoint of what the smart New York woman does, but it is also true in many of the large cities of the East. For the past few seasons the one-piece frock of serge, foulard, chiffon, or Georgette crêpe has been popular for lunching and shopping. If it is not warm enough to wear a dress of this type with furs, a smart top coat in three-quarter length of a soft material is usually worn over the dress, or one wears a tailored suit.

In the summer in the afternoon one could wear a suit of pongee or tussur silk in grey, tan, or even in white, with a simple hat, or one might wear an afternoon dress of taffeta, chiffon, or foulard. These dresses are usually untrimmed except for self-covered buttons or a dainty collar and gilet of batiste, organdie, or Georgette crêpe.

Usually linen, gingham, or organdie dresses are not worn in the city, but last summer during the intense heat one saw many very smart young women lunching at Sherry's and at the Ritz, in dresses of sheer batiste, organdie, and gingham. Of course, one must remember that these girls probably motored in from Long Island or one of the suburbs outside of New York. Country and sports clothes, in fact summery clothes, should be reserved for the country, and for town one should wear quiet conservative suits or dresses.

Miss M. E.—What clothes should I take for a long motor trip through California? I shall be stopping at the hotels in some of the cities.

Ans.—In the first place, for a motor trip, you will need a smart top-coat. One in light weight velours or bolivia cloth, in a grey or tan shade, is excellent as the dust does not show on a coat of this type. If you use tan, you could combine brown and white checked material with it, or if you use grey, you could use black and white checked material. It is absolutely essential to have a good top-coat on a motor trip.

The next important thing in the wardrobe is a well-tailored suit in either navy blue gabardine or tricotine, or else in a beige tan shade. The navy blue is more practical as the lighter shade is rather difficult to keep clean. A one-piece dress of wool jersey, satin, rajah silk, or foulard would be very useful as you could wear it in the afternoon, for luncheon at various hotels, or in the evening. A one-piece frock of chiffon in an attractive combination such as black and white, or in grey, old-blue, or black, if it is becoming to you, could be worn for dinner in the hotel. It should be made on simple lines with very little trimming. It is not absolutely necessary to take a formal evening dress as many of the hotels along the motor routes cater to tourists, and you will see simple afternoon dresses worn by very smart people at both dinner and tea.



GIFTED with much feminine charm is the fortunate woman who has the enviable possession of softly waving hair, for regardless of facial features, she is invariably attractive and well groomed.

The keenest and most critical observer finds it impossible to detect the perfectly made

Pierre Transformation

from this natural gift. With this light, comfortable transformation, made of beautiful, lustrous, softly waving hair, perfectly matching your own hair in texture and color, the most becoming modes of hairdressing are easily effected.

The Pierre Transformation not only hides defects, but gives your own hair a chance to grow.

Pierre, the originator of the Transformation, is unrivalled in excellency of workmanship.

**PIERRE, 5 East 53d St.
NEW YORK CITY**



The above garment designed by Miss Helen Boyl

"B. B." Laces

—appeal to women who appreciate the exquisite daintiness, exclusive designs, and superior wearing qualities of Hand Made Laces, yet who are opposed to extravagant purchases.

"B. B." Laces are exact reproductions of Real Hand Made Laces, even to the soft creamy shade which adds tone and distinction to the garment. Their possession is a source of never-ending satisfaction to the wearer both because of their appeal to cultivated tastes and in the knowledge that their purchase was a sane economy.



To identify the genuine "B. B." Laces, look for this circular trade-mark on every twelve yards. You will then be sure of getting laces which are without a peer in wearing quality.

The genuine "B. B." Laces are sold in all the better retail stores, and in addition will be found on high grade lingerie in ready-to-wear departments and specialty shops.

Birkin & Co., 73 Fifth Avenue, N. Y.



"MY MAID"

is perfectly dressed

How easy to say that
—when she wears a

La Mode
REGISTERED
TRADE MARK
**SMART
UNIFORM**

To be had at the best shops in your town

Write Dept. V. for "Your Maid and How She Should Dress"—it's important and interesting.

HAYS AND GREEN
INCORPORATED
352 FOURTH AVE NEW YORK



Kant-Katch PATENTED Yarn Winder

THIS very useful winder makes a flat ball that unwinds from the center, never tangles, and makes knitting easier and faster.

6 1/2 inches long, weight 2 oz.
Easily carried in knitting bag.

Handsome hand polished finish 35c

Beautiful celluloid enamel finish, pink, baby blue, or ivory white 50c

Sent postage paid 3c extra.

From leading stores or apply direct.

E. B. ESTES & SONS
Established 1847.

362 Fifth Ave. (Dept. A), N. Y.



Youthful Beauty For Any Woman

The secret of a youthful face will be sent to all women who see their beauty vanishing or who have facial lines, wrinkles, or other disfigurements caused by age, illness or anything else.

Multi-tudes of women have found the secret of renewed beauty in Kathryn Murray's remarkable



Facial Exercises

which remove lines, "crow's feet" and wrinkles; fill up hollows; give roundness to scrawny necks; lift up sagging corners of the mouth and clear up muddy or sallow skins without the use of cosmetics, creams, massage, masks, plasters, straps, vibrators, "beauty" treatments, or other artificial means. The Kathryn Murray Method will show you how five minutes daily with these simple facial exercises will work wonders. This information is free to all who ask for it.

Results Guaranteed

Write for this FREE BOOK which tells just what to do to bring back firmness to the facial muscles and tissues and smoothness and beauty to the skin. Write today.

KATHRYN MURRAY, Inc.

Suite 1132 Garland Bldg. Chicago, Ill.



Plume Brand

QUALITY LINGERIE

The charm of "Plume Brand" originality blends perfectly with the daintiest wardrobe. The clever designs, the chic embroidery conceits, and the painstaking workmanship are only equalled in the most expensive underwear. Yet—"Plume Brand" is moderately priced.

Many of the fetching new Silk and Cotton Fabrics are woven solely for "Plume Brand" Creations.

Each garment carries "Miss Phoebe Plume's" personal Guarantee of Satisfaction. The "Plume Brand" Label is her promise that you will be pleased. Insist upon seeing it.

If you cannot find "Plume Brand" Lingerie at your favorite shop, advise with us.

M. MARTIN & COMPANY

*The House of Fresh Ideas in Lingerie
for Women, Misses and Children.*

Dept. V

Martin Bldg., 102 Madison Ave., N. Y.



Miss Phoebe Plume
Personifying
"Plume Brand" Quality



(20) She is tying his khaki coloured worsted knitted band which fits closely to the head and may be worn under the cap to keep his ears from freezing; 85 cents

GOVERNMENT REGULATIONS

What Can Be Sent for Christmas to
The Men and Officers in the Army and
Navy, and How and Where to Send It

SANTA CLAUS will have to be much more systematic than usual, this Christmas, and especially in respect to all the men in the Army and Navy who will be looking to him for presents. No last-minute gifts will be allowed, no big, bulky, mysterious packages, and none that will weigh Santa Claus' bag down an ounce more than the prescribed amount. In fact, Santa Claus, like all the rest of the world, is under military orders. For the men overseas the regulations are very strict. Each soldier is to receive one package and one only. Christmas labels are being distributed in the overseas Army now, one to each man, and each soldier will send this to the person from whom he is to receive a Christmas box. Just who that person is to be is left to the discretion of the soldier—an arrangement which will undoubtedly cause some speculations, anxiety, and jealousy—and a great deal of romance.

SENDING PRESENTS OVERSEAS

These labels are very valuable documents, for they are the one and only means by which the soldier may get a Christmas present. If they are lost, no amount of explanation will procure another one, and the unfortunate owner will go giftless at Christmas. Therefore, they should be guarded with the greatest care and sent back—on a Christmas box—at the earliest possible date. In addition to this, the regulations state that no parcel must exceed three pounds in weight when wrapped. Unwrapped, the limit is two pounds and fifteen ounces. Cartons of the correct size will be available at Red Cross chapters and auxiliary headquarters after November first. All packages must be shipped in these cartons, not later than November twentieth. The contents of each box will be carefully examined by Red Cross officials. No articles barred by the postal authorities will be accepted, and no messages can be tucked into the package. Lists of the articles prohibited by the Post Office will be furnished by the Red Cross. The postage, at parcel post rates, must be paid to Hoboken, New Jersey, by the sender.

FOR THE MEN IN THE NAVY

Christmas day in the Navy will be a far more lavish affair, as the transportation difficulties are far less than those of

the Army. Officers and men in the Navy may receive boxes, sent by express, weighing as much as twenty pounds, or boxes, sent by mail, complying with the regular postal regulations as to the weight and size of packages. These will not be sent through the Red Cross, and need have no official authority. They must, however, bear the name and address of the sender, a description of the contents, the words, "Christmas Box," and the name and address of the recipient.

WHERE TO SEND CHRISTMAS BOXES FOR THE NAVY

These packages must be addressed in care of the Supply Officer, Fleet Supply Base, Twenty-ninth Street and Third Avenue, South Brooklyn, New York. To facilitate inspection they should be packed in wooden boxes with hinged or screwed covers. No perishable food not packed in cans or jars will be accepted. The charges must be paid to Brooklyn.

Shipments for vessels abroad or for foreign shore stations should reach the Fleet Supply Base by November fifteenth. Those for vessels in home waters should reach the Fleet Supply Base by December first.

THE REASONS BEHIND THESE RULES

All of these regulations seem very complicated and—at first glance—somewhat dampening to the Christmas spirit and enthusiasm. It is only natural to wish to make the Christmas of the boys at the front more festive than any other Christmas that has ever been. We are all of us rightfully sentimental about the men for whom we are wearing a service star, and Christmas is, above all days, a sentimental time. Considering this, one small package seems a very small expression of our sentiments. But when one pauses to consider the labour that every package involves, the space it takes up on ship and train, and when one comes to multiply all this by the number of men now overseas—then it becomes a different matter. We all want to be very certain that this is the last Christmas that the American Army will have to spend across the seas. And every train and ship that carries Christmas gifts instead of ammunition may postpone the end of the war and the victorious day when the boys will come home.



Fashionette Invisible HAIR NETS

keep your hair pretty all day. Finest human hair, all shades, sterilized; specially processed for invisibility and strength. Self-conforming, cap-shape, or all-over styles. Satisfaction guaranteed. At all good shops.

15c each—two for a quarter
White or grey—25c each.

Colonial Quality
Samstag's New York
1200 Broadway



A Free Sample For Every Woman

It is so wonderful in results that we feel sure that one trial will make you a permanent user of

Amolin the personal deodorant powder

Amolin destroys the embarrassing odors from perspiration and other causes. It has many intimate personal uses that make it an all the year 'round toilet necessity. Amolin contains no talcum and is unscented.

A sample envelope will be sent FREE on request to Dept. G and we are sure you will be glad you wrote for it.
Write us today

THE AMOLIN CO., Lodi, N. J.

Try Butter on Puffed Rice



Many homes serve melted butter with Puffed Grains at breakfast. That in place of sugar and cream.

Some add a little butter first, then milk or cream. No sugar.

That's a good way to save sugar. And few confections are more enticing than these toasted bubbles buttered.

So for hungry children after school. They eat them like peanuts or popcorn. There was never a tidbit so nut-like and flavory, yet so easy to digest.

Remember that. In Puffed Grains, every food cell is exploded. Every atom feeds.

Make Pears Taste Like Shortcake

Mix Puffed Grains with your fruit. Puffed Rice or Corn Puffs is best suited for this purpose.

These airy, flimsy morsels add to fruit what crust adds to a shortcake. But never was a crust so flaky, so flavory.

Fruit without Puffed Grains is like pie without crust. Both stewed fruit and fresh fruit need them. Fruit goes farther this way. It tastes vastly better. And it doesn't require so much sugar.

Scatter Puffed Grains, also, on every dish of ice cream, as a fragile nut-like garnish.



Puffed Rice Puffed Wheat Corn Puffs

All Bubble Grains

Each 15c Except in Far West



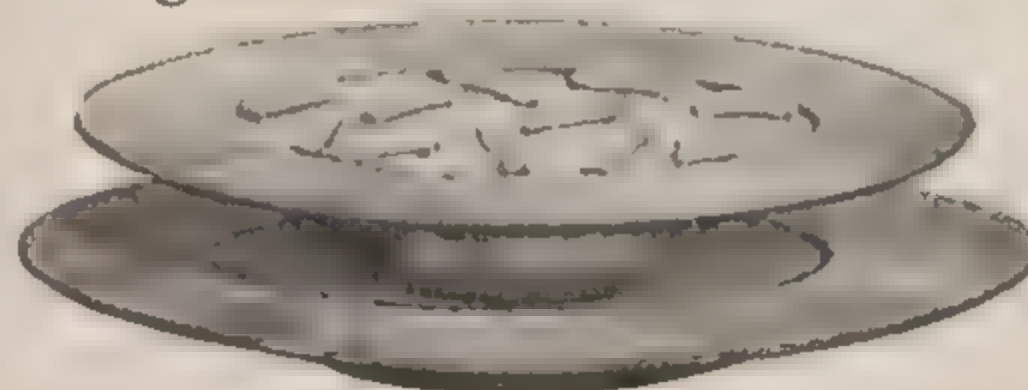
Float in Your Bowls of Milk

Here are thin, crisp, toasted grain foods puffed to eight times normal size. Three kinds of grain food—rice, wheat and corn—each with its own delightful flavor.

All are four times as porous as bread. All are perfect grain foods, with every food cell fitted to digest.

Milk will gain a new place in your home when you serve Puffed Grains in it. And milk is one of our cheapest foods.

Keep all three Puffed Grains on the shelf. There are endless ways to use them.



Soup Wafers

The Quaker Oats Company

Sole Makers

(1994)



Chef service Wonder Dishes Economically Served

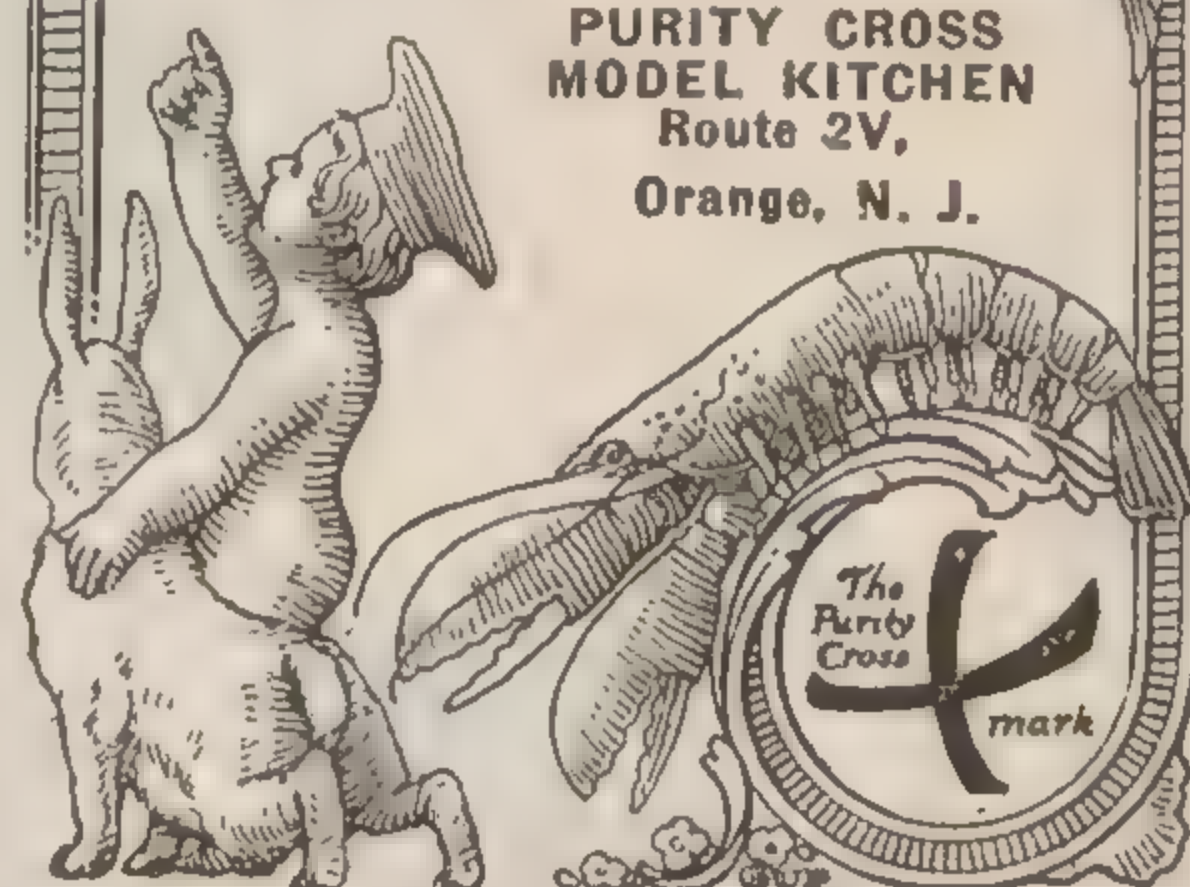
You, who love the relish of club-and-hotel-dishes but are pledged to economize and conserve food—Purity Cross chef service fills your need. Brings you—economically—these rare dishes, these world-famous delights—

Purity Cross

- Creamed Chicken, a la King
- Welsh Rarebit
- Chop Suey
- Lobster a la Newburg
- Creamed Finnan Haddie
- Creamed Salmon with Green Peas
- Creamed Codfish

Have you ever seen a menu that offered more? And the marvel of it is that these epicurean dishes come to your home in tins, completely prepared, ready to heat and serve—at a tithe the cost of hotel-and-club dishes. If not at your quality grocer's or delicatessen, send us the dealer's name and receive our unique booklet, "How and When." Or send \$2.00 for the "Get-Acquainted" assortment, postpaid if you mention dealer's name.

PURITY CROSS
MODEL KITCHEN
Route 2V,
Orange, N. J.



Anes Bros.
630 FIFTH AVENUE
OPPOSITE CATHEDRAL

TAILLEUR
SUITS

FROCKS

FURS

ANES CREATIONS
possess an individuality like unto the works of the great Masters

ANES PRICES
respond to the trend of the times

NEW YORK
SOUTHAMPTON

OVINGTON'S

PEOPLE are marrying and having birthdays and anniversaries this year just as they always have. But this year you are going to be more careful about your remembrances—careful to make them more worth-while and perhaps cost less. In this situation it will repay you more than ever to do your choosing at this house of long-established reputation.



572 — Mayonaisse bowl, plate and ladle edged with gold. Exceptional value at \$3.50.

575—Lamp and shade. Lamp is 30 inches high, finished in antique gold and polychrome colors; shade is of parchment, 20 inches in diameter, decorated in brown, with a conventional colored flower design. A handsome combination moderate-priced at \$27.50.



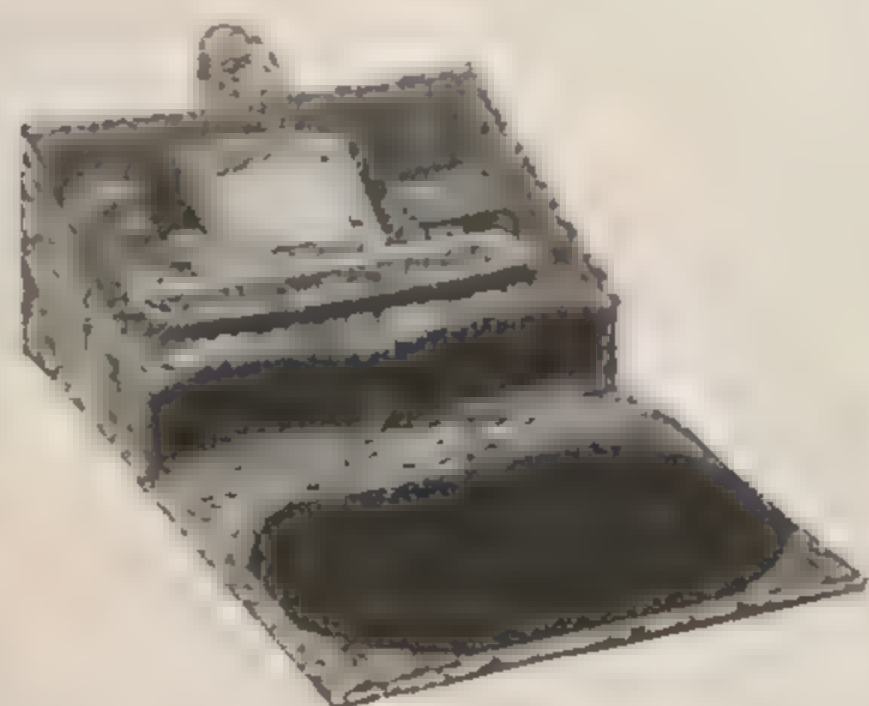
495 — The whole set — holder, pepper and salt shaker, tray and silver spoon, \$5.00.



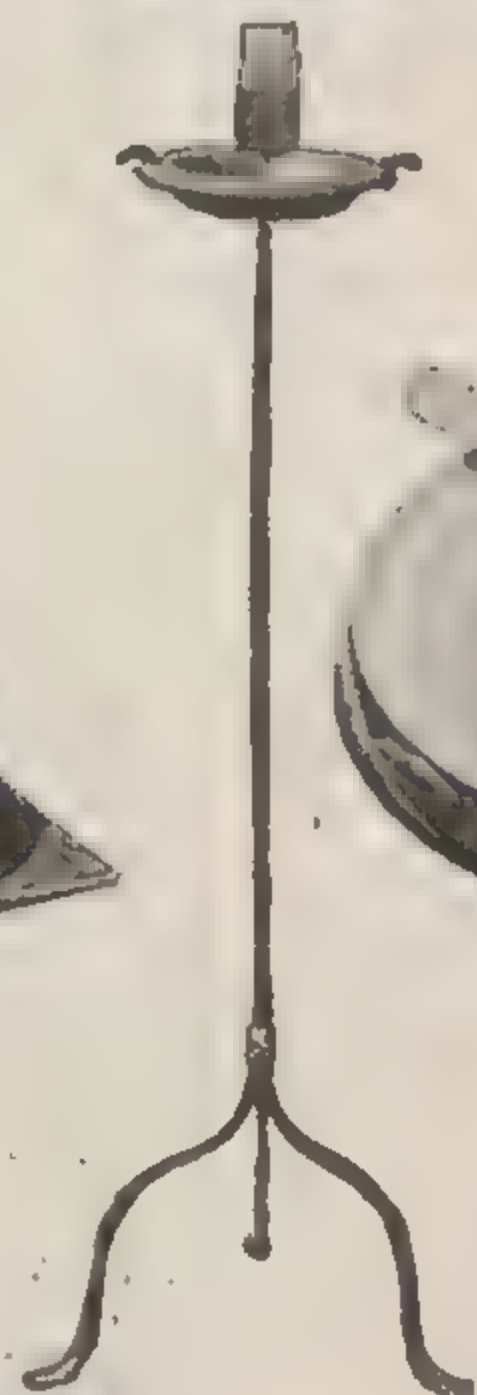
504—A handsome pitcher of engraved glass, garlanded about its striped width. The neck of the pitcher is hammered sterling silver. Holding one quart, \$7.50.



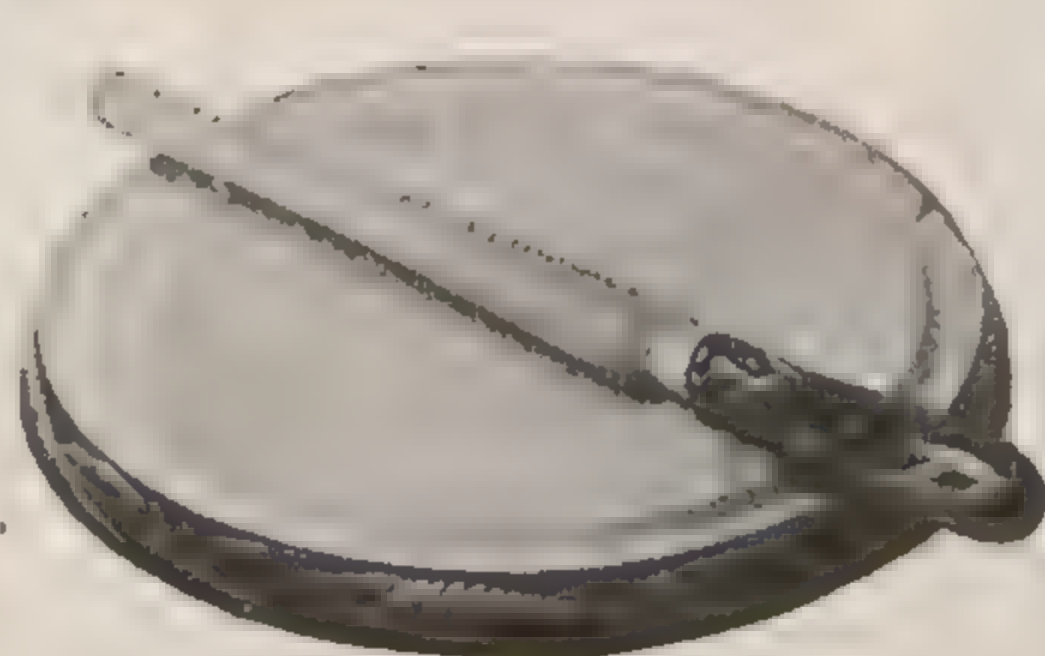
266—Richly lined with gold and tooled in a Dutch silver design, this massive Sheffield basket stands 18 1/4 in. in height and measures 10 1/2 in. across. Its price is \$15.00.



484—Within the richly figured gold brocade of this set, in pink or yellow, is an inkwell, a calendar, a stamp box, a pen tray, compartments for paper and a blotter. Closed, it measures 7" wide, 11" long, 5" high. \$7.50.



576—Wrought iron ash stand 30" high, fitted with glass ash tray lining 5" diameter, 2 cigar rests and match box holder. \$5.00.



487—Do not waste bread, when others starve for it! Cut it at the table on this decorated bread board with a bread knife to match. Though the bread may be of potato flour, the decorations are of colored wheat—not forbidden in pictures! Only \$3.50.



513—Individual Breakfast Set and Tray of twenty pieces, decorated with pink roses and blue forget-me-nots on white china. Price, \$12.00. Tray, \$2.50 Extra.

312-314 FIFTH AVENUE, NEW YORK

PARIS STATES HER OPTIMISM IN TERMS OF CLOTHES

(Continued from page 50)

have. A German lady of the nobility told me herself long before the war was ever dreamed of in Paris, that she used to try, when she returned to her estate near Munich, to originate models for her maid to copy.

"But some way or other, what I did so easily in Paris, never seemed to be natural to me in Munich," she used to say with a sigh. "I suppose it was the air. Or do you think it might have been my habit of breakfasting at seven in the morning on sausages?"

GERMAN CLOTHES—AND SAUSAGES

She compromised, in the country, by wearing a sort of nun's habit of serge, a garment which I believe they call a "reform" dress in her country. I once saw her in this garb, on the occasion of her return to Paris, and as she was much stouter, I can testify that the effect was not happy, and I am not surprised that her maid was not inspired. I wonder what she is wearing to-day and what effect the lack of sausages and the other food restrictions have had upon her. She must have suffered severely at the fashion show, if she was there, for she loved French dresses and was well known to our couturiers. Of course, all this is trifling in war time, but it would be a satisfaction, just the same, to know the real feelings of those who have tried so hard to assure themselves and others that French creative genius has been killed by the war. Patience, just a short time, and perhaps we shall know.

Since the theatres have been closed, motion pictures have taken so important a position in our lives that we fairly live with the heroines and talk about the villains as if we had just left them, and the reward of virtue or the punishment of crime has become of vital interest to us. We wait in suspense for the next installment of the film in which we are interested, and as we are interested in all of them, we have a substitute for riding, tennis, and dancing—though the latter, of course, we have not allowed ourselves for some time.

Since Paris has taken up the cinema, its streets have a new look, difficult to imagine if one has not seen them. After eleven o'clock crowds of people make their way home on foot along the wide avenues, absolutely dark, starred here and there by the occasional blue lights of the few automobiles which have permission to run. Foreign officers and sol-

diers walk along with some haphazard acquaintance they have chanced to make; one sees few French soldiers, for the greater part of those on leave have their own home in or near Paris. One can hardly see any faces in the darkness, but laughter and voices are heard, and the noise of people calling to each other, mingled with the sound of footsteps, make this mass of people seem like some fantastic pilgrimage from which the idea of religion has been excluded and replaced by the idea of pleasure—nothing but pleasure. One feels that every one of these people is ready to leap with joy, to put on beautiful clothes, to spend money recklessly, the day that peace is signed. For the moment, the cinema and a return home on foot in the dark is their only indulgence,—and they get as much pleasure as they possibly can out of that.

THE FRENCH MODE FOR THE "MOVIES"

The war-time aspect of Paris is something that no one who has ever seen it can forget. There are popular cinemas, and there are chic cinemas where, on certain evenings of each week, all the boxes are filled with women in evening dress. Then there are bourgeois cinemas, where on Saturday evenings whole families go to spend an hour or two. "Tell me the cinema you frequent, and I will tell you what you are,"—nothing is truer.

One of the things that people like most to do just now is to lunch in the suburbs of Paris. They go by train, since automobiles are no longer allowed, and for this sort of trip of an hour or a half hour, the women have the most charming costumes. Our pages are full of models which will give you the exact idea of what is being worn; every thing is simple, but very chic, combining a note of extreme refinement with the sobriety required by our present mode of life.

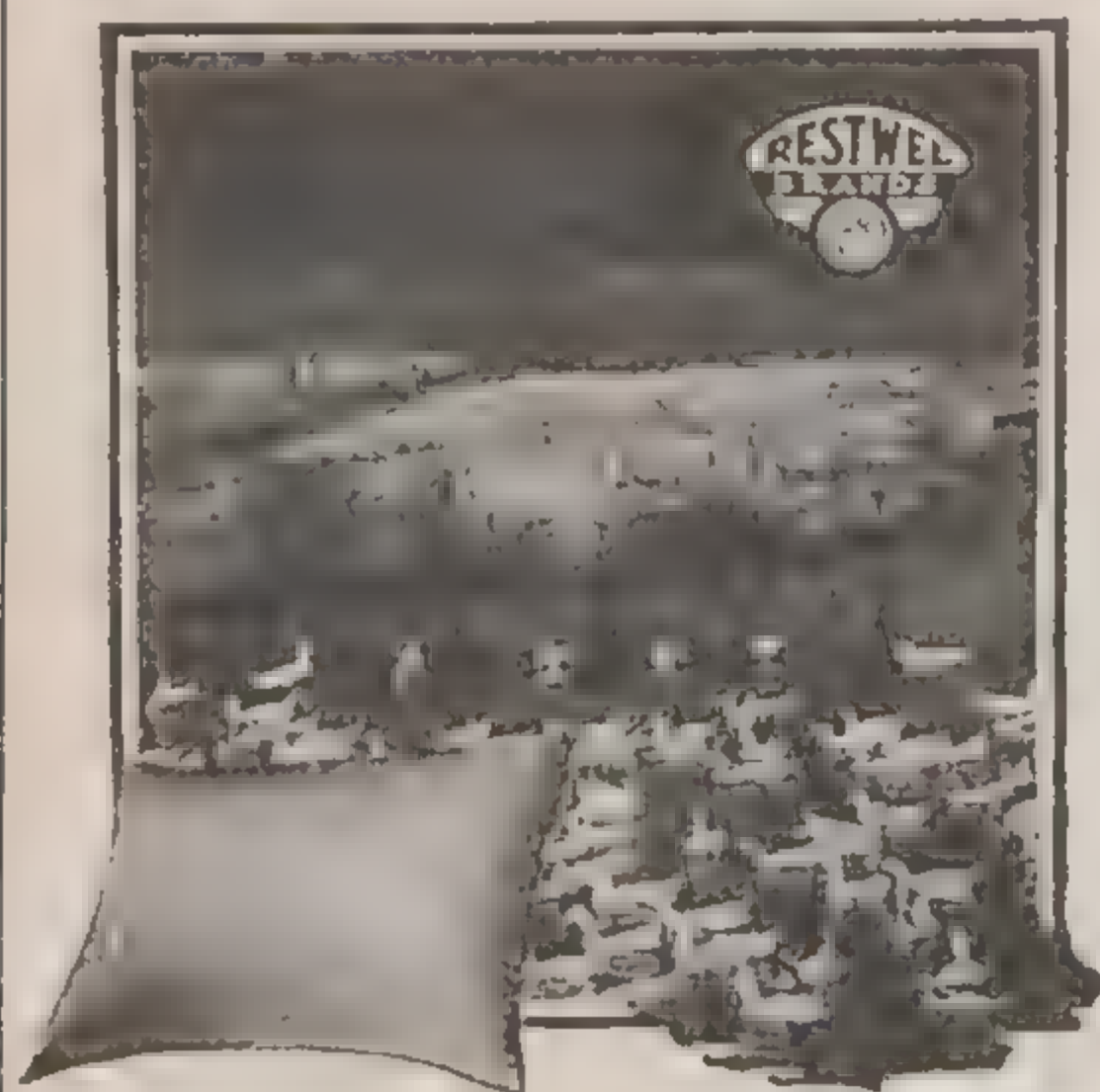
IN AND ABOUT PARIS

We need warm things for the street now, for autumn is upon us; its incomparable beauty is seen in the woods and marshes around Paris, which are full of the poetic melancholy which Verlaine loved—the melancholy of sleeping parks where the white statues of queens and fauns keep their watch. These are things we all love, no matter from what country we come, for they are part of beauty everywhere and autumn makes them lovelier.

J. R. F.



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RESTWEL PILLOWS

—lastingly buoyant
and comfortable!

Even after years of use a Restwel Pillow is still soft and buoyant.

This delightful quality of these cleanly feather pillows is due to a scientific treatment which destroys the animal matter in the quills of the tiny feathers and preserves their natural buoyancy and softness.

Let us send you "The Pedigree of Two Pillows", a booklet telling how even a feather pillow can be improved by modern methods.

The Robinson-Rodgers Co. Inc.
29 N. J. R. R. Ave. Newark, N. J.

MATERNITY

Everything for
Mother and Baby

designed by

Lane Bryant

Smart, up-to-the-minute fashions that differ in no way from the prevailing modes. They effectively conceal the figure and allow the mother-to-be to appear in public without embarrassment.

Patented adjustments allow expansion as needed, preserve the even hang of garments throughout the maternity period and permit them to be readjusted for wear after baby arrives.

Baby's Own Shop

In charge of a mother and experienced outfitter who is always ready to help you in selecting the things you will need for baby.

**Five Stores
Mail Service,
Too**

If impossible to visit one of our stores we will mail our catalog, "Stylish Apparel for Mothers - to - be," on request to our New York store, Dept. V36.

Lane Bryant

21-23 W. 38th St., New York
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Do you know that VOGUE'S Shopping Service and School Directory are maintained for the benefit of every VOGUE reader?

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The Arden Muscle-Strapping Treatments and the Venetian Toilet Preparations have attained for her an enviable reputation. The most stubborn complexion problems readily yield to her marvelous treatments. Sagging muscles are lifted and strengthened, restoring the youthful contour; tired, disfiguring lines are smoothed away and the skin rejuvenated and made radiant and alluringly dainty.

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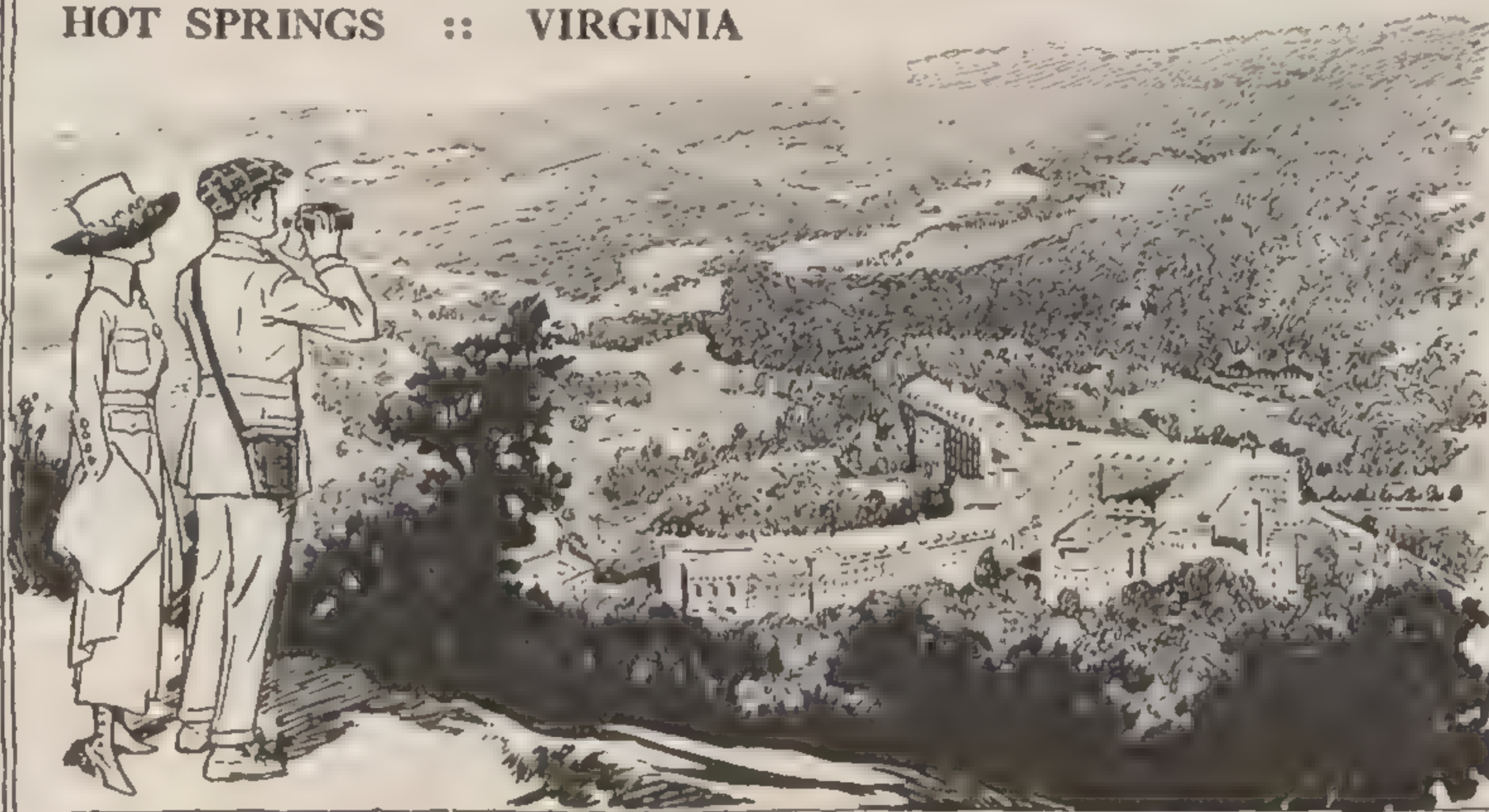
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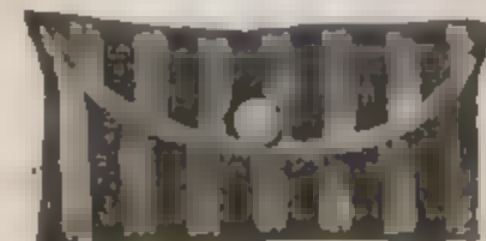
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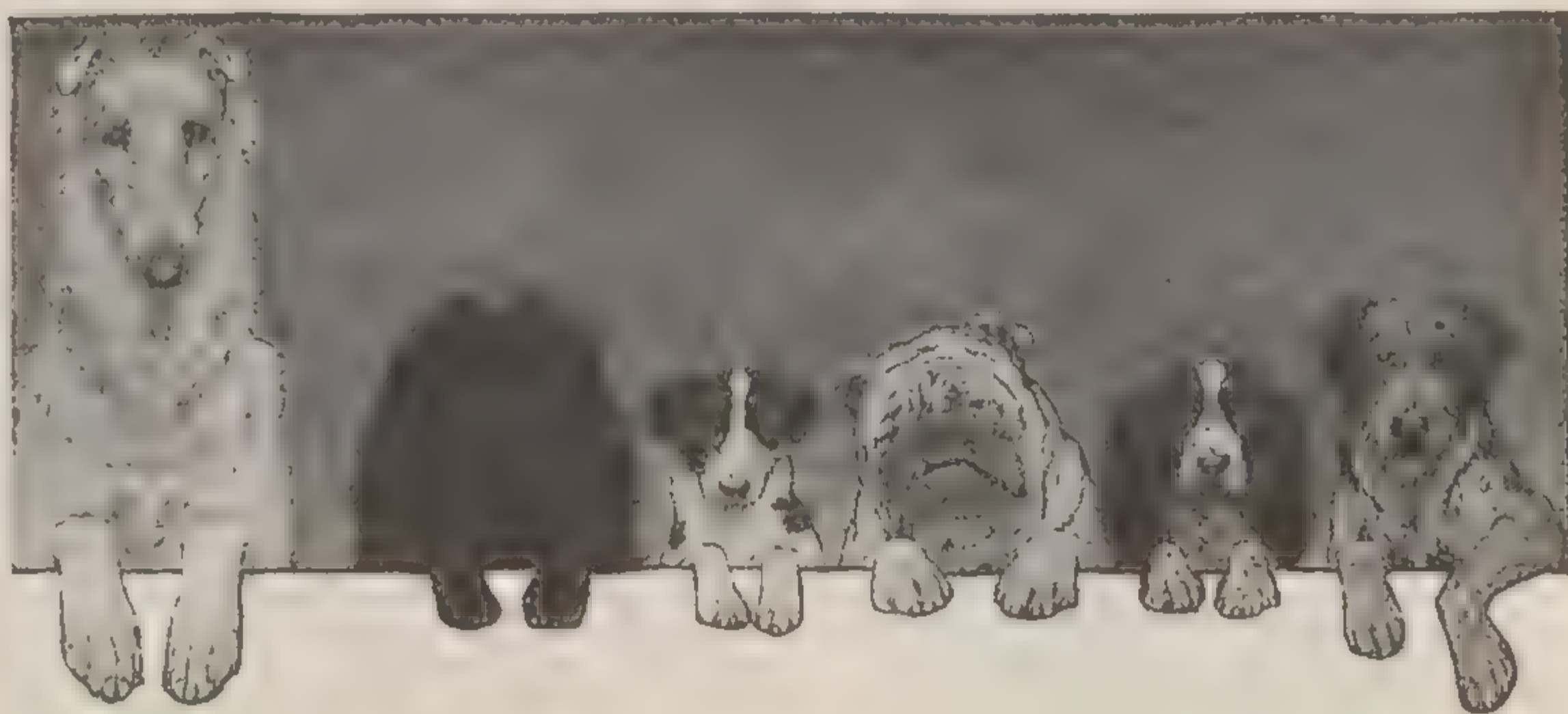
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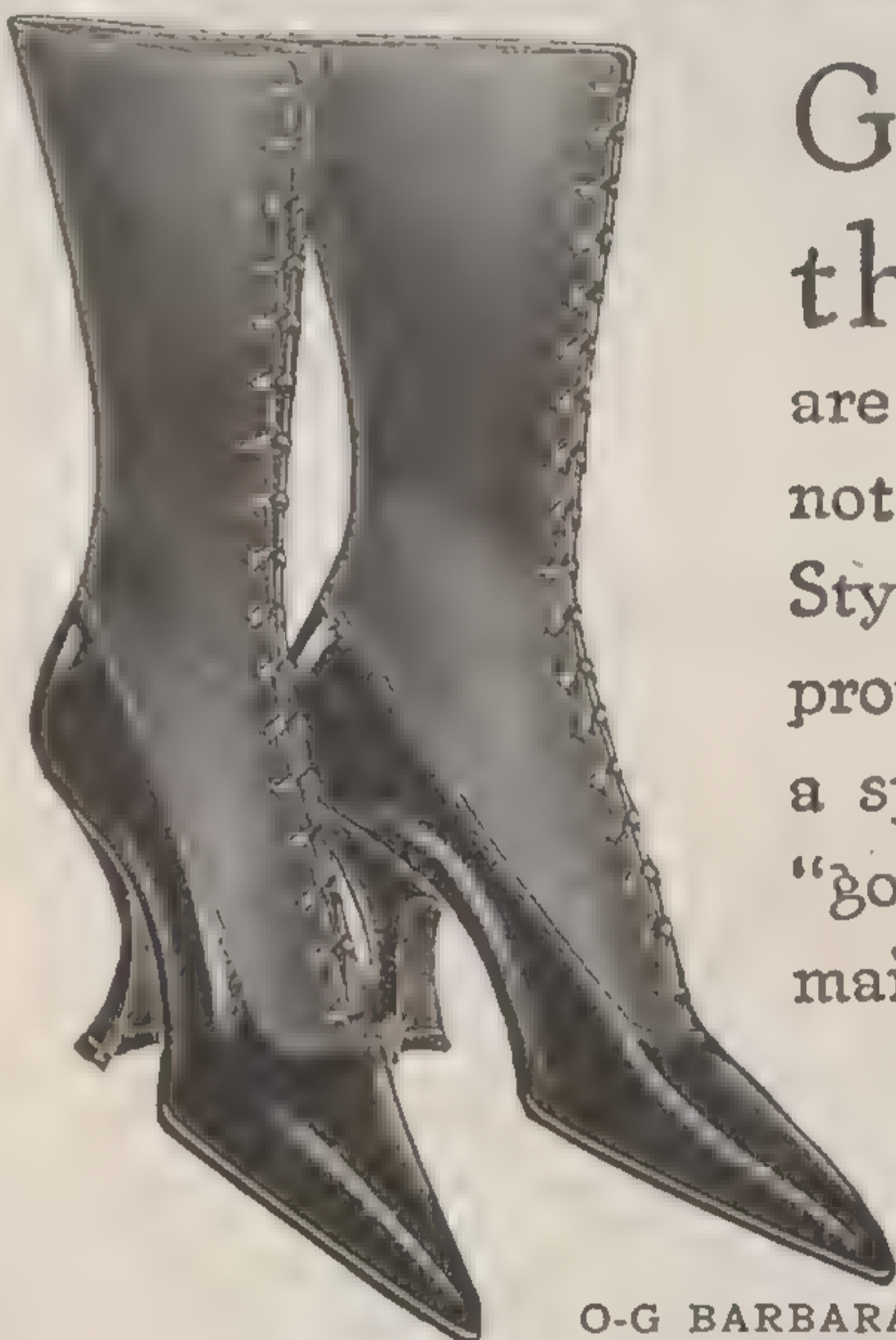
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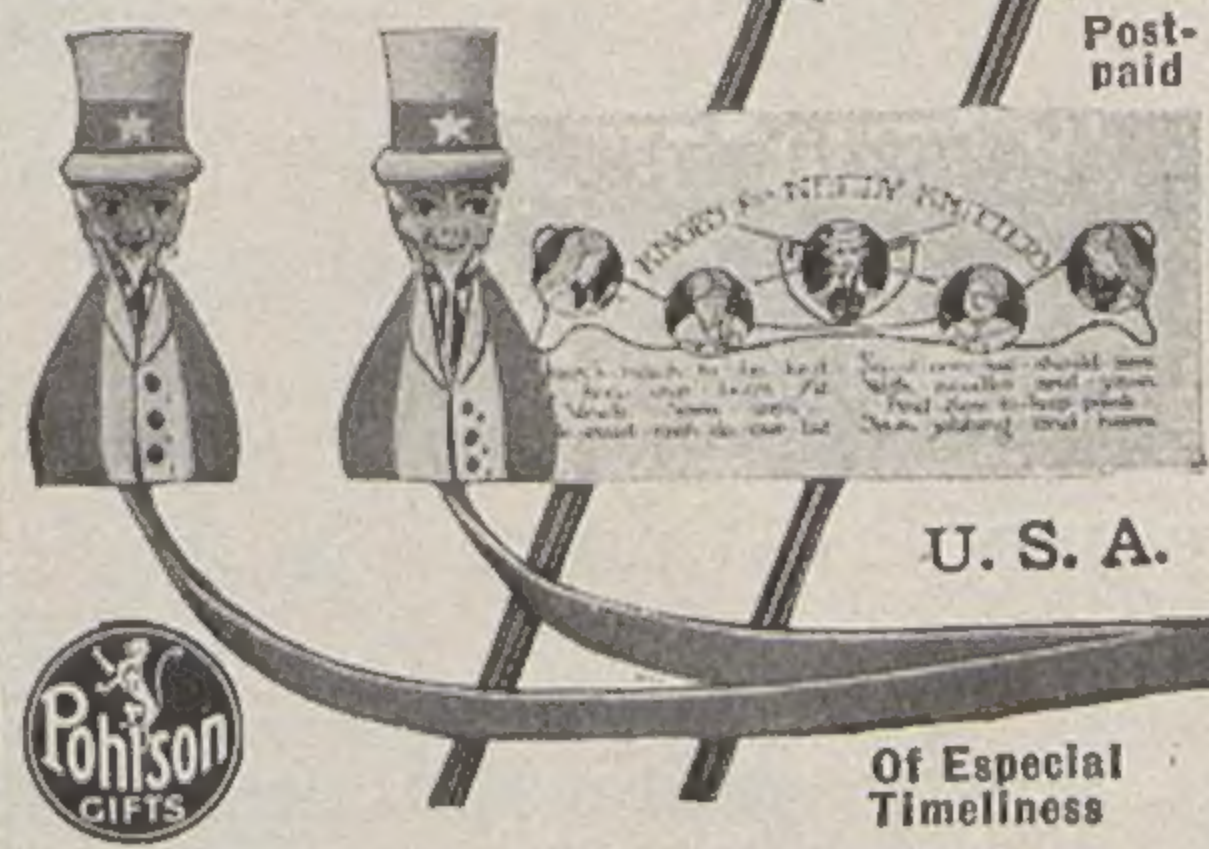
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From a photograph in the private collection of Miss Anne Morgan

Adopt a Town in France

"You will find a draft for fifteen dollars enclosed. For over a year and a half I have been saving this to go toward buying a little tombstone for my mother's grave. One does not like for one's mother's grave to go unmarked. But knowing the kind of a mother she was, I know she would be grieved if I bought a tombstone with money that might help to relieve a bit of suffering. So I will ask you to let it help somebody's mother who is old and who needs it badly."—A letter to THE FRENCH RELIEF EDITOR OF THE DELINEATOR from a woman in Clinton, South Carolina.

"I have a Sunday-school class of little girls. We had a pleasure outing not long ago. I read to them parts of the article in the July Delineator on 'Germany's Baby Prisoners of War.' When they found seven cents would feed a baby a day, they gave up their ice-cream cones and asked me to send the fifty cents to you for the relief work, or, as they put it, to 'feed a baby one week'."—From the letter of a Colorado woman to THE DELINEATOR.

"You will find enclosed ten dollars for your work. I can not adopt a town or a family or even a child, as I have eight children of my own and not too much to do with. But this money came to me from an unexpected source and I want to help a little."—A letter to THE DELINEATOR from East Lynn, Massachusetts.

The town of Winston-Salem, North Carolina, has contributed \$2,000 through THE Delineator for the purchase of a motor-kitchen for the devastated district of France.

A Massachusetts woman, ninety years of age, has changed her will to bequeath \$40,000, through THE Delineator, for the French and Belgian war sufferers.

A letter from Welcome, Maryland, reads: "I feel almost like a criminal to send a check for \$2.00 after reading Brand Whitlock's appalling account (in THE Delineator), but I have other pledges to meet and just now I can send no more, but at least I will buy no luxuries until I can supplement this mite with more."

MANY are the demands on your purse. Deep is the drain on your sympathy. But there is one cause to which every one with a heart must give something.

To re-light the hearth fires of France—France that stood as the bulwark of the world's liberty against the invading Hun—France who sacrificed not only her gallant sons, but her hearths and homes, the sacred temple of the free spirit of her people—France whose sacrifice has saved us from a like fate.

In gratitude and in reverence we who still live in comfort must help the population of devastated France, now reclaimed from the Hun, re-light their hearths and become self-supporting.

Working in co-operation with the American Committee for Devastated France, THE DELINEATOR is able to offer you the privilege of giving direct to some French village or some one family in the devastated region. In every issue for months THE DELINEATOR has made its appeal for help, and every mail brings response from the generous heart of America.

Whether you give seven cents to prolong the life of a French baby one day, or whether you get your club or church to collect six thousand dollars to start the life of a French village anew—do give something!

The need is desperate and immediate. Give to-day.

The Delineator

\$400 starts

a poultry-farm, with two incubators and one thousand hatching eggs—pays a wounded soldier a salary as poultryman.

\$200 will

set one French family of five on its feet to the point of making it able to support itself.

\$150 supports

one adult for one year in a village of northern France.

\$25 will

give one child a year of manual training; or buy a stove; or pay for a double bed.

\$20 is

the cost of purchasing a goat for a thrifty home.

\$15 makes

it possible to provide a sheep.

\$1 gives

a rabbit to some French family in sorest need.

60 cents

buys a fruit-tree for a farm that now is bare.

15 cents

will buy one hatching egg for a destitute household.

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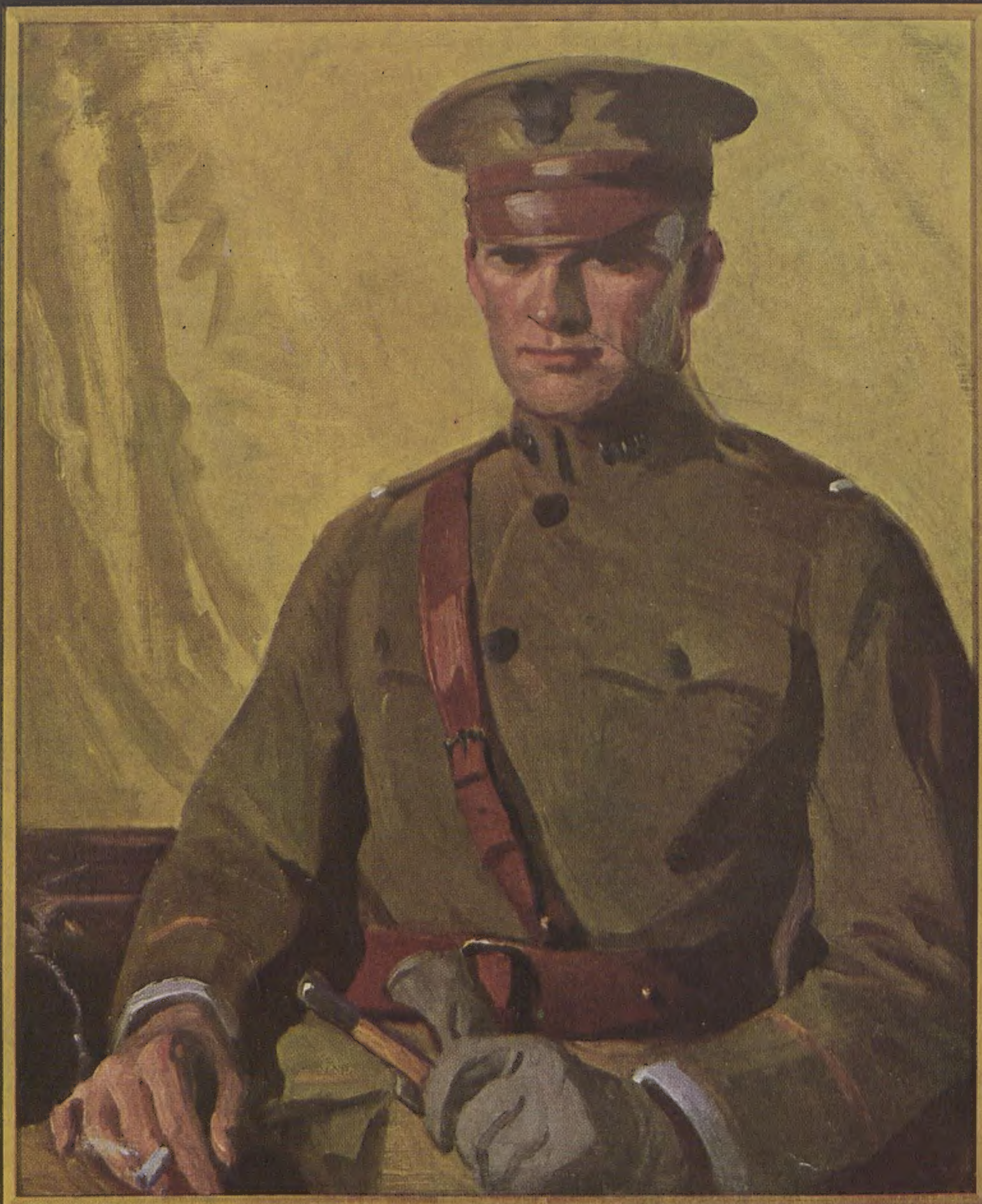
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